

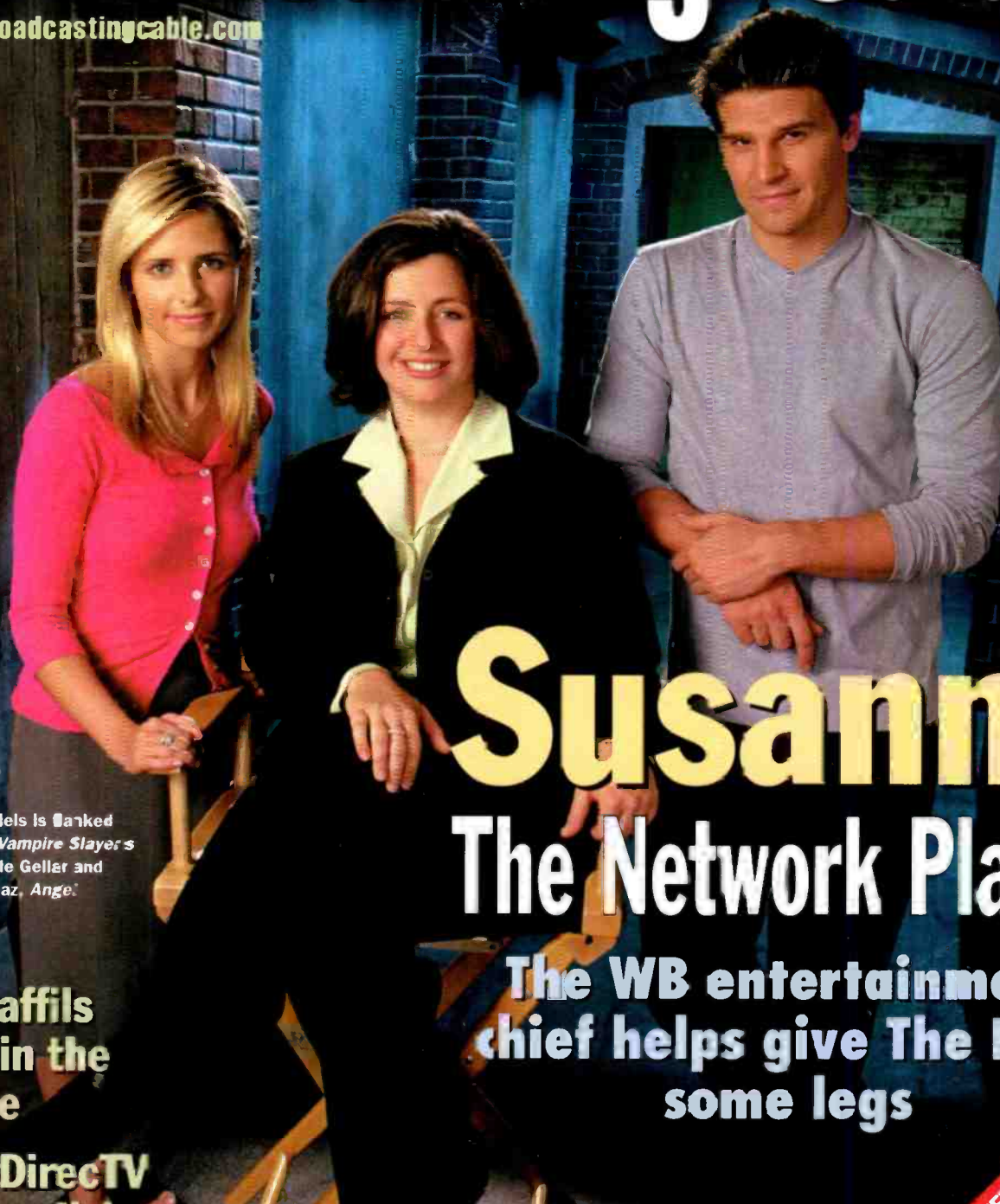
July 5, 1999

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Susanne Daniels is flanked
by *Buffy the Vampire Slayer's*
Sarah Michelle Gellar and
David Boreanaz, *Angel*

Susanne The Network Player

The WB entertainment
chief helps give *The Frog*
some legs

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meet in the
middle

NAB, DirecTV
deal on dishes

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renominated

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BROADCASTING / 18
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TECHNOLOGY / 27
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ROYAL



RATINGS

**MORE "ROYAL WATCHERS" WATCHED TLC'S
LIVE COVERAGE OF SOPHIE AND EDWARD'S MARRIAGE THAN
ANY OTHER CHANNEL***

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* Source: Nielsen Media Research Data. Wedding ceremony coverage 6/19/99. Ranked #1 in HH and P25-54 for 12pm-1pm time period. Specs. furnished upon request. ©1999DC

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for your mind

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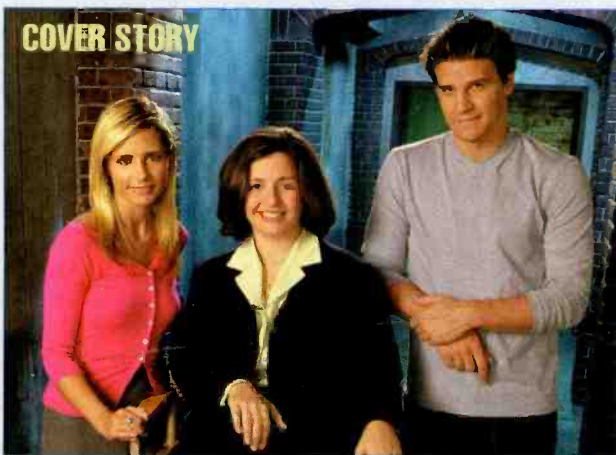
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ABC head Pat Fili-Krushel

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Cover Photo: The WB/James Sorensen

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War at NBC, ABC at Peace

By Steve McClellan

NBC is the only major network still at sharp odds with its affiliates over their future relationship, after ABC and its affiliate board of governors last week signed off on a three-year agreement. The ABC pact will shift \$50 million-plus annually from affiliate coffers to the network.

NBC affiliates were calling a recent exclusivity proposal in exchange for a 15% cut in compensation from the network unacceptable—even disingenuous.

Some expressed anger at the network for even floating the one-sided proposal, while others said it was a starting point for further negotiations.

"I felt the NBC exclusivity proposal tied to compensation was not made in good faith," said Jim Keelor, president of

Cosmos Broadcasting, which has several NBC outlets. "For them to expect us to pay for something we've had a 40-year precedent on is not to my mind a good faith offer."

NBC affiliate board chairman Alan Frank agreed. "There are lots of problems with it," said Frank, adding that the NBC board would respond with a counter-proposal by month's end.

At ABC, meanwhile, affiliates are being briefed on the new proposal in a series of regional meetings with affiliate board members. But both sides said last week that they came away from the table with a deal that



ABC's Fili-Krushel: 'Both sides were committed to getting it done.'

gives each significant value.

Perhaps most importantly, they said, it also gets them get back to the business of making television without the distraction of making war on each other.

ABC Network Television President Pat Fili-Krushel said the network needs ratification of the new agreement by non-network-owned stations covering at least 66% of the country (with the ABC group bringing coverage

up to 90%).

Commenting on the deal, David Barrett, president, Hearst-Argyle Television and immediate past chairman of the ABC affiliate board, said, "A lot of mutual compromise was required for a deal of this magnitude. Finally we got both sides in a compromising mode after the affiliate meeting [last month] and got it done." Added Fili-Krushel: "Both sides were committed to getting it done so we can focus on the future together."

Andy Fisher, Cox Broadcasting executive vice president and an ABC affiliate board member, also praised the deal. "In all negotiations you find out if there is a place where you can stand together. That is where we are now.... They're agreeing to no more surprises and once it's ratified there will be peace in the valley."

The deal's key points are:

- Affiliates pay \$45 million in cash to the network and give back 10 Saturday kids daypart 30-second spots, and agree to maintain current program clearance levels.

- Affiliates receive eight new prime time 30s (coming mostly from network promotion time), distributed among top, middle- and lower-rated programs.

Bouquets and bullets



CBS—So much peace and love you'd think it was still the '60s. NFL and exclusivity deal in place for more than a year. Network won't mess with affil inventory levels for life of NFL deal. Doesn't seem interested in repurposing. Compensation payments to be revisited as contracts come up for renewal.



Fox—Stations resent (but are resigned to) network's strong-arm tactics. More than 70% of stations have signed off on a new inventory plan that nets Fox another \$60 million plus a year. NFL deal already in place. Stations want to hammer out an exclusivity deal; wonder what the network's next big surprise will be.



NBC—The guns are blazing from both sides. Affiliates say latest exclusivity offer from the network is for them to poop on. Affiliate board to make counter-offer by the end of the month. For now, no end to the misery in sight (See "Closed Circuit," page 11).



ABC—Peace at last, peace at last, thank the Mouse almighty there's peace at last. That is, if two-thirds of the non-network affiliate body signs off on the just-reached agreement. Trust, but ratify.



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Inside crime and justice

■ The network guarantees current commercial inventory and compensation levels for the next three years.

■ Affiliates will gain a financial stake in the proposed soap opera channel, receiving 10% of annual subscriber revenue or 15% of annual net profits, whichever is greater. Network gets immediate repurposing rights to soaps.

■ Affiliates get season-long exclusivity for entertainment series; 60 days for made-for and miniseries; 48 hours for awards shows and other specials. ABC gets to repurpose 25% of the prime time schedule at will. Affiliates get various windows of exclusivity for news and sports shows.

Such specificity appears lacking in NBC's proposal, which some observers have characterized as fraught with ambiguity. The network wants to cut compensation by 15% in exchange for what affiliates say is an exclusivity agreement with so many exceptions and loopholes that its value doesn't amount to much.

For example, NBC wants carte

blanche to repurpose up to five new hours of prime time programming, in addition to *Law and Order: Special Victims Unit*, which will appear on USA within two weeks after airing on NBC next season. Discounting *Dateline* and movies, that's about 50% of prime time series.

Even the 15% compensation cut wasn't clearly spelled out, leaving some station sources unclear as to whether the network was demanding 15% over the proposed deal's three-year term or 15% per year. NBC wasn't much help in clearing the matter up, either. A network spokesman said executives weren't going to discuss the matter publicly.

But sources outside the network say an annual 15% cut—45% over three years—is more in line with what senior NBC executives have told them is the network's goal. That goal, sources say, is to get compensation payouts back to the level they were prior to the so-called affiliate wars of 1994-95, triggered by the New World defection to Fox from CBS.

Before the wars, NBC was paying roughly \$125 million in compensation. But that blossomed to close to \$200 million annually, in order to keep affiliates in place.

NBC stations were also displeased with a new network policy on season-long clearances. Each season, stations declare which shows they will clear. The network's new clearance policy requires stations to clear each night of the prime time schedule in its entirety—or run the risk of losing the entire night to a competing local outlet, possibly cable. "We think that's illegal," said Frank.

Network sources emphasized, however, that the new policy does not apply to one-time-only preemptions. For example, if a station preempts the sitcom *Jesse* sometime next season for a news special, it won't lose the entire Thursday lineup.

But affiliates said the network has sent mixed signals because the affiliate relations department has said the policy would apply to one-time-only preemptions. ■

Stations say The WB's worth it

Groups agree to pay millions when new affiliations and extensions come up for grabs

By Elizabeth A. Rathbun

The WB Network is pursuing multimillion-dollar affiliation payments when its affiliate TV stations are sold or when they renegotiate existing affiliation agreements.

The payments are on top of WB's standard practice of taking 25% of a station's incremental profits based on increased ratings among viewers ages 18-49, network officials confirmed. Most recently, Emmis Communications Corp. paid to extend the WB affiliation of WKCF Orlando, Fla., for five years. Emmis bought the station last month for \$191.5 million (B&C, June 7).

"We like where WB's going; we like the idea of certainty for five [more] years," Emmis Chairman Jeffrey H. Smulyan said. "We paid a fee, but it wasn't \$10 million," as cited in published reports last week, Smulyan added. He declined to say how much Emmis did pay, adding, "It's a nominal amount compared to anything you buy." Other sources, however, confirmed that \$10 million was an accurate ballpark figure.

According to Securities and Exchange Commission filings, Granite

Broadcasting Corp. last July paid nearly \$31.6 million for a 10-year affiliation agreement for KBWB San Francisco, for which Granite paid \$173.2 million. The affiliation payment was made so WB would affiliate with KBWB "instead of with another television station in the San Francisco market," the March 31 filing says. The station has been a WB affiliate since 1995.

Sinclair Broadcast Group likewise paid for a first-time affiliation agreement last fall for WTTA St. Petersburg/Tampa, Fla., a WB spokesman confirmed. The specific amount was not disclosed. Sinclair officials did not return several telephone calls seeking comment.

But in the case of Sinclair, the WB also paid compensation dollars—a minimum of \$64 million—the result of a deal two years ago that switched a bunch of Sinclair stations from UPN to WB. At the time, the WB said the payment was an exception to boost distribution.

The WB's Brad Turrell said he does not know of other instances of stations paying for a WB affiliation. "There may be and there may not be some pending," he said. "I think it only happens when affiliates are up or [when there's a] transferring of stations.

That's the time you negotiate."

WB deserves the payments, he added. They represent a "huge turnaround from two years ago in the value of WB affiliates.... The affiliation is worth a premium just to be able to keep it long-term." (See Cover Story, page 14.)

It could not be determined late last week whether Tribune Broadcasting Co., which owns 25% of The WB Network and has 12 WB affiliates, would be subject to affiliation payments. Nor did Turrell know about Acme Television LLC, the station-buying group led by WB Chief Jamie Kellner. "We haven't crossed that line yet," Turrell said.

Traditionally, the Big Four networks pay their affiliates for the right to sell advertising during network programming. ABC, Fox and NBC recently have tangled with stations over reducing this compensation or reducing advertising inventory.

But WB has established itself as a strong fifth network. In May, the network increased its upfront payments by 50%, to \$450 million, and won huge cost-per-thousand gains. Further, on the strength of shows including *Buffy the Vampire Slayer* and *Dawson's Creek*, WB just had its best season ever. ■

NAB, DirecTV minds meet

Reach agreement on satellite local TV carriage issues; EchoStar calls deal a 'ploy'

By Paige Albiniaik

The National Association of Broadcasters and DirecTV last week privately resolved their remaining differences on legislation that would allow satellite companies to offer local TV signals.

Members of Congress say they are pleased that the private parties arrived at a deal, but will still have to check out the terms to make sure it is consumer friendly.

"Given the widespread agreement on this plan, I am confident that it will be the basis for a conference report that will pass both houses of Congress," said Rep. Howard Coble (R-N.C.).

"We have to remember that consumers have a stake in this as well as broadcasters and the satellite industry," said Ken Johnson, spokesman for Rep. Billy Tauzin (R-La.).

The agreement did not sit well with either DirecTV rival EchoStar or DirecTV's own partner, the National Rural Telecommunications Cooperative.

The agreement gives DirecTV up to

nine months before it has to have deals in place allowing satellite carriers to carry local signals. In return, DirecTV agrees to support removing a provision from the bill that would assure satellite TV companies fair pricing for local broadcast signals.

DirecTV also agrees that the FCC should be forbidden from revising the signal standard that determines who is eligible to receive imported network TV signals. That standard says that all subscribers who live within a local broadcaster's outlying signal—known as the Grade B contour—but can still receive an over-the-air broadcast signal using a rooftop antenna can not receive imported network signals.

NAB and DirecTV hope that by settling their disputes early, they can convince House and Senate conferees to pass legislation modeled on their agreement. The House and Senate each have passed



DirecTV's Hartenstein says deal benefits all.

a bill and now must reconcile their legislative differences. Conferees are expected to begin meeting when Congress returns from its Fourth of July recess on July 13.

"We sincerely believe that this proposal is in the best interest of broadcasters, satellite providers and consumers and will enable Congress to expeditiously move forward in the same spirit of cooperation displayed by the parties involved," wrote

DirecTV President Eddy Hartenstein and NAB President Eddie Fritts in a letter to House and Senate conferees.

But EchoStar and the NRTC say the agreement is a bad deal for consumers.

"This agreement is a theatrical ploy which, under the guise of a private agreement, was intended to upstage the serious policy deliberations of the House and Senate Conference," said EchoStar CEO Charlie Ergen. ■

Rollout goals for DTV

Industry progress, copy protection remains major hurdle

By Bill McConnell

An optimistic timetable for settling major technology disputes now delaying the rollout of cable-ready DTV sets was floated by industry diplomats last week.

But it's clear some hard bargaining still remains, and quick agreements are anything but certain.

The key players—equipment makers, cable operators, Hollywood and broadcasters—laid out for regulators their timetables for solving the most pressing disagreements: setting standard connections between digital TVs and other components, implementing copy-protection technology and spelling out when cable operators will set their standards for access security. The timetables complied with FCC Chairman William Kennard's request for answers by July 1.

For his part, Kennard said he was satisfied with the responses, adding: "I commend the industry for its willingness to turn up the heat on the negotiations."

Whether the timetables can be fulfilled remains to be seen. For example, the first milestone, put forth by the Motion Picture Association of America, calls for agreement on copy protection standards by Aug. 1—just one month away. Although the MPAA has embraced the so-called "5-C" standard developed by Sony, Matsushita, Intel, Hitachi and Toshiba, the movie industry appears no closer to breaching the philosophical divide over how much content should be shielded from home taping.

Hollywood wants producers and distributors to have the final say over whether a program can be copied and how often. By contrast, the equipment makers say that prohibition goes too far.

"Motion picture companies should

not be allowed to use technology to reverse...clearly established consumer fair-use recording rights," wrote Gary Shapiro, president of the Consumer Electronic Manufacturers Association.

Despite promising weekly meetings with the manufacturers, MPAA President Jack Valenti vowed to break off the talks if "it becomes apparent that no agreement can be reached."

Rather than wait for the copy-protection fight to be resolved, the NCTA said it plans to forge ahead with a third-quarter 2000 rollout of set-top boxes that incorporate the 5-C copy protection technology and the IEEE-1394 "Firewire" interconnection standard agreed upon last November.

"NCTA believes this approach will satisfy MPAA's concerns about the transmission of high definition and other copyrighted program material," wrote Decker Anstrom, president of the cable trade group.

NCTA also said it plans by Oct. 31 to issue a specification that manufacturers need to build cable-ready digital sets that operate without set-top boxes. ■

All in the name of Unity

Industry flocks to recruit this week at minority journalists' convention in Seattle

By Dan Trigoboff

After a federal appeals court found the FCC's minority recruiting mandates unconstitutional last year, Hubbard Television Group President Robert Hubbard and other station group executives said they were glad the regulations were gone—but that they would actively recruit minority staffers anyway.

This week, and without the threat of sanctions, Hubbard plans to bring his news reporters, producers and at least one news director to Seattle to recruit for its 10 TV and two radio stations at Unity '99.

The second joint meeting of the Asian American Journalists Association, the National Association of Black Journalists, the National Association of Hispanic

Journalists and the Native American Journalists Association, is expected to draw more than 6,000 news professionals.

Nearly 400 companies—including TV stations, networks, stations and station groups, cable networks, agents and publishers will be recruiting at the convention's job fair.

The appeals panel rejected FCC efforts to defend the recruiting requirements on the basis of promoting diversity in programming. "The commission never defines exactly what it means by 'diverse programming,'" one jurist wrote. "The government's formulation of the interest seems too abstract to be meaningful." Renee Tross, the NABJ's program director, said she sees no diminution in stations coming to recruit, compared to the first Unity in Atlanta in 1994.

"Our numbers are great," she said, reporting that 374 recruiters have registered and paid thousands of dollars for booth space. At least 70 companies, representing hundreds of television stations and networks, are among that total. Among those recruiting at Unity will be all of the Big Four broadcast networks and their station groups, as well as Post-Newsweek Stations, Chris Craft Television, Univision, Telemundo, A.H. Belo, Fisher Broadcasting, Turner Entertainment Networks, Disney, Cox and Tribune Broadcasting. "We recognize that we're in major markets," said Tribune spokesman John Lyday, "and we're very aware that we need to reflect those markets."

"The court decision didn't mean anything in terms of our commitment" to equal employment opportunity, Hubbard said, "and we have no plans to change. The obligation that the FCC used to require of us we put on ourselves."

Other station executives agreed. "Mel [Karmazin] made it very clear that nothing was going to change," said John Moran, vice president of human resources for CBS' station group.

"We never thought twice about the court decision," said Fred Young, vice president for news at Hearst-Argyle, which owns 15 TV stations. "Our goal is to have a good mix of people in front of and behind the cameras."

Young said recruiting at minority job fairs has probably brought about 10 staffers into his company directly, with at least an equal number of later hires who made first contact at a job fair.

"Unity has turned into quite the mid-summer gathering to talk about the business," he said.

Sunbeam Television, which has two TV stations in major markets, agrees. "The FCC could go away completely and it wouldn't change our position," said Robert Leider, senior vice president of WSVN(TV) Miami. "It's a matter of business. It's especially important for our South Florida station, where our audience is increasingly bilingual and bicultural that we have reporters who understand the market. The market is competitive for good reporters, and it's no different with Hispanic reporters." ■

FCC's Ness renominated

FCC Commissioner Susan Ness last week received President Clinton's nod for a second term.

Clinton said he intends to send her nomination to the Senate in the next few weeks.

However, it appears unlikely that Ness, a Democrat, will get Senate approval for another five-year term during this session of Congress.

The Republican-controlled Senate is not expected to approve the lame-duck Clinton administration's federal appointments—save for critical posts such as last week's elevation of Larry Summers to Treasury Secretary.

What's more, Washington sources say that Senate Commerce Committee Chairman John McCain (R-Ariz.) opposes a second term for Ness and will let her nomination hang rather than move forward with a reappointment hearing. His panel must first review and vote on her nomination before it goes to the full Senate.

McCain is a presidential candidate and undoubtedly would like to make his own nominations to the commission, sources said.

But Ness herself isn't counting out Senate approval. "I look forward to working with the leadership and members of the Senate in the confirmation process," she said in a prepared statement.

But even though her term expires this month, Ness can stay on the job until Congress approves the next administration's nominee and that process could take up to two years.

Ness was first named to the commission in 1994. She previously held a senior lender job at the American Security Bank in Washington.

— Bill McConnell



Ness is optimistic about her possible confirmation.

The listless month of May

Ratings trended downward for syndicated talk shows, magazines and sitcoms in the May sweeps, according to an analysis of the local market Nielsen ratings books by Petry Television. In daytime, *Rosie O'Donnell*, with a new format, was tops in household rating and across the key adult demographics. Among the new talk entries for this season, *Forgive or Forget* continues to be the big success story, particularly in early fringe, where the show was up 44% in household rating compared to year ago time periods. *The Roseanne Show* continued to struggle in its third sweeps, with a 1.5 household rating/6 share. *Roseanne* was down significantly in all demos. *Oprah* remains the top early-fringe talk show, but showed across-the-board declines. Among magazines in prime access, *Entertainment Tonight* was second in household rating (behind *Inside Edition*), but first in demos. Among sitcoms, *Friends* continues to be the hot new show, particularly among women 18-34, where it was a dominant first in both early fringe (5.8 rating/25 share) and prime access (7.1/20). *Wheel of Fortune* and *Jeopardy!* still dominate the game show category, although *Hollywood Squares* continues to grow. Among court shows, *Judge Judy* still reigns. The following chart provides a snapshot of the top performers in key genres, dayparts and demos.

—Steve McClellan

Talk

	Daytime (Top 6)	Women 18-49	% change Rating
	■ Rosie O'Donnell	3.3/23	+3%
	■ Jerry Springer	2.7/18	-16%
	■ Sally Jessy	2.0/16	+5%
	■ Maury Povich	1.8/15	+20%
	■ Regis & Kathie	1.7/17	-15%
	■ Jenny Jones	1.7/10	11%

	Early Fringe (Top 5)	Women 18-49	% change Rating
	■ Oprah Winfrey	4.5/27	-10%
	■ Jerry Springer	4.3/18	-14%
	■ Rosie O'Donnell	3.1/22	+7%
	■ Ricki Lake	2.8/13	+12%
	■ Sally Jessy	2.6/15	-13%

Magazine/Reality

	Prime access (Top 5)	Women 25-54	% change Rating
	■ Ent. Tonight	4.1/13	n/c
	■ Access Hywd	3.8/7	+9%
	■ Inside Edition	3.4/11	+3%
	■ Extra	3.1/9	-9%
	■ Real TV	2.2/6	-12%

Sitcoms

	Early Fringe (Top 5)	Women 25-54	% change Rating
	■ Seinfeld	3.1/16	-24%
	■ Frasier	3.1/14	+19%
	■ Friends	3.1/13	+48%
	■ Home Imp.	2.3/11	-15%
	■ The Nanny	2.2/6	+37%
	Prime Access (Top 5)	Men 18-34	% change Rating
	■ Simpsons	6.6/20	+37%
	■ Friends	4.7/16	+62%

■ Seinfeld	4.6/16	-23%
■ Home Imp.	2.7/12	-21%
■ Martin	2.6/12	n/c

Game Shows

	Prime Access	Women 25-54	% change Rating
	■ Wheel of Fortune	5.1/18	-9%
	■ Jeopardy!	5.2/17	-10%
	■ Hywd Squares	3.3/11	+14%

Court Shows

	Early Fringe	Women 25-54	% change Rating
	■ Judge Judy	2.7/15	+29%
	■ Judge Brown	1.8/9	+50%
	■ Mills Lane	1.2/6	+9%
	■ People's Court	1.1/7	-15%

Other

	Daytime	Women 25-54	% change Rating
	■ Martha Stewart	1.2/11	n/c
	■ Change of Heart	0.8/4	n/c
	■ Love Connection	0.7/3	n/c
	■ Dating Game	0.3/3	-25%
	■ Nwlywed-Date	0.3/3	-25%

	Early Fringe	Women 18-34	% change Rating
	■ Change of Heart	1.3/5	+116%
	■ Love Connection	0.8/4	+33%
	■ Dating Game	0.5/4	+150%
	■ Nwlywed-Date	0.5/4	+150%

Source: Petry Television; May 1999 Sweeps Analysis (based on Nielsen Station Index, local station ratings reports for all markets). Rankings are based on rating for the specified demographic. % change=change in rating, up or down, for the program compared to the time period performance in May 1999. n/c= no change

Sinclair on COFDM: Seeing is believing

DTV demo of U.S., European schemes lures broadcasters

By Glen Dickson

If you build it, they will come. That's what Sinclair is finding with its head-to-head test of American and European digital modulation schemes in Baltimore. Since June 24, Sinclair has been testing the U.S.' 8-VSB (Vestigial Side Band) modulation against Europe's COFDM (Coded Orthogonal Frequency Division Multiplex) system and inviting broadcasters to watch.

According to early feedback, Sinclair may be gaining support for its position that COFDM outperforms 8-VSB in high multipath environments. One broadcaster said the difference between COFDM and 8-VSB was "just stunning," as COFDM made perfect pictures at every site while 8-VSB repeatedly failed. "You couldn't break COFDM," said the source.

Representatives from NAB, MSTV,

Pappas Telecasting, Paramount, Univision and data broadcasting firm Geocast have already attended Sinclair's demonstrations. On deck this week: Chris Craft, WB, USA Networks, Capitol Broadcasting, Clear Channel, CBS, ABC and Fox.

"It's the same old story—you call a party and everybody's showing up," says Nat Ostroff, Sinclair's vice president of new technology.

Sinclair has questioned since early 1998 whether 8-VSB's multipath performance is adequate for the indoor reception of digital television signals. After informal measurements of 8-VSB made this spring in Philadelphia showed poor indoor DTV reception, Sinclair proposed a "fly-off" of 8-VSB against COFDM with the hope that if COFDM proved superior it might be included in the U.S.' ATSC standard.

Sinclair is currently broadcasting standard definition DTV signals at 50kw



Technology guru Ostroff is casting doubt on 8-VSB's indoor reception.

on ch. 40 in Baltimore. Using the same transmitter, transmission line and antenna, Sinclair switches between 8-VSB and COFDM modulators and gauges reception at various indoor and outdoor sites using simple bowtie antennas and American and European digital receivers. Sinclair has visited and documented two dozen sites so far and hopes to document 50 to 70 sites in total.

"The bottom line, as far as we're concerned, is that in difficult multipath situations COFDM was far superior," says demonstration attendee LeBon Abercrombie, Pappas' senior executive VP/ planning and development.

John Abel, former NAB VP of operations and now Geocast's VP of business development, agrees: "On the basis of what I saw, in a heavy multipath environment ATSC is not receivable as a picture."

Both Abercrombie and Abel say 8-VSB was receivable at some sites after vigorous antenna adjustments. But they add that COFDM worked at every site, regardless of the antenna's orientation.

Lynn Claudy, NAB senior VP of science and technology, says Sinclair is handling the test in "an honest and straightforward way." But he isn't convinced it proves that 8-VSB doesn't work for indoor reception. Instead, Claudy thinks TV set makers have a lot of work to do to maximize the performance of 8-VSB tuners.

"We owe it to ourselves to exploit the standard we have," says Claudy. "It would certainly be an opportune time for an aggressive manufacturer to show a better mousetrap."

Charter pays \$3.1B for Bresnan

Charter Communications Inc. last week beat out two other MSOs to win the bidding for Bresnan Communications, agreeing to pay \$3.1 billion for the White Plains, N.Y.-based company.

In past deals, Charter, controlled by Microsoft Corp. co-founder Paul Allen, has sought merely bulk with little regard to trying to build its system portfolio into geographical clusters. But the Bresnan systems match up tightly with Wisconsin properties that Allen got when he bought Marcus Cable last year and Michigan properties that are coming with pending deals for Avalon Cable and Fanch Communications.

The Bresnan deal works out to about \$4,500 per subscriber and 20 times estimated running-rate cash flow. Bresnan Communications Chairman Bill Bresnan said that he had hoped to stay in business by taking the company public and making more acquisitions.

But interest from suitors was too strong to resist. Industry executives said Adelphia Communications Corp. and Comcast Corp. competed with Charter in the final rounds of an auction organized by Waller Capital Corp., Goldman Sachs & Co. and Daniels & Associates. AT&T Corp. owns 50% of Bresnan Communications; Blackstone Partners, 40%; and Bresnan, 10%. The deal calls for Charter to assume \$1.1 billion in debt and issue a chunk of stock to the sellers. Bresnan's personal stake is worth about \$200 million, but his management company will get another \$200 million bonus.

Bresnan said that 80% of that will be distributed to about 70 members of management, from senior corporate executives to system managers. "We're creating about 30 millionaires," Bresnan said. —John M. Higgins

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

Bombs away

NBC dropped another bombshell on its affiliates last week, threatening to increase its use of sectional advertising if the stations don't agree to pay \$18 million over 10 years toward the cost of distributing the network signal.

Earlier, the affiliate board had indicated it was willing to sign off on the payment if the network agreed not to use the same system to transmit cable signals and if the network would resolve the outstanding exclusivity issue. The network fired back that such terms amounted to "ransom."

Network sectional ads, which target individual markets, compete directly with local TV stations for national spot dollars. The network had agreed to sell them only when the advertiser demands it, says NBC affiliate board head Alan Frank, GM at WDIV-TV Detroit.

HOLLYWOOD

Springer countdown

Sources say MGM and Pearson Television have dropped out of the bidding war for Studios USA's *The Jerry Springer Show*. A group, led by former Universal TV head Greg Meidel and Unapix Entertainment, are reportedly still in the hunt.

Sources say the asking price remains in the neighborhood of \$100 million for domestic and international distribution rights.

By the end of this week, Studios USA executives will likely know who can afford to buy the show and who can't. Sources say executives at the Barry Diller-owned syndication studio are checking the "financial validity" of a number of offers for distribution rights to the Chicago-based show. For their part, Studios USA executives say they do not comment on rumors and speculation. Earlier this year, Diller told Springer's staff that there would be no more violence or fighting. Sources say Springer, who has not commented publicly on the subject,

doesn't believe the show can survive without fighting and wants a new distributor. Last week on CNBC, Diller discounted that theory, saying the show is "financially sustainable" without the flying chairs or fists.

BALTIMORE

3rd party, 2nd thoughts

Emmis Communications Corp. Chairman Jeffrey H. Smulyan dashed off to Baltimore last week after Sinclair Broadcast Group issued a news release saying it is "evaluating the validity" of its former operating head, Barry Baker, to turn over an option to buy Sinclair TV and radio stations to a third party. On June 25, Baker, now president of USA Networks Inc., sold Emmis his contractual right to acquire KDNL-TV St. Louis and six radio stations in the market. Smulyan was at Sinclair's Baltimore headquarters last Thursday, apparently trying to smooth things out. The Indianapolis-based Smulyan, who has said he is considering bidding for Sinclair's 45 other radio stations, said he is confident a deal can be reached. Sinclair execs did not return phone calls seeking comment. A Sinclair release said it has hired Deutsche Bank Alex. Brown Inc. to help sell the group, "including [the] St. Louis radio properties."

NEW YORK

No more homes passed

It took Bill Bresnan less than a month to put MSO Bresnan Communications on the block, organize an auction and sign a deal to sell it to Paul Allen's Charter Communications for \$3.1 billion. It's taken him a bit longer to execute a less lofty transaction: buying a house. Like five years. Bresnan and his wife had been searching for a place on the water in Connecticut. After finding just the right house, Bresnan's closing date loomed. A day after he got the Charter deal signed, he had to jump out to complete the house deal. Next problem: "Do you know what my attic looks like?"

Groups OK MP3 security for Net tunes

By John M. Higgins

In a move that could eventually help create a serious business in electronic sales of music, record industry and technology companies have agreed to a secure standard preventing consumers from playing back pirated music.

Members of the trade standards group, the Secure Digital Music Initiative (SDMI), have reached a preliminary compromise that would restrict Net surfers' ability to download digital music files in the MP3 format and play them back on Walkman-like MP3 players that are becoming popular. At first the security scheme would be integrated into those players. Ultimately, the technology could be included in computers as well.

Trading music tracks has become a huge activity on the Internet, but is tainted by piracy. Part of the traffic is tracks given away freely by independent bands. But much of it comes from surfers, largely college students, "ripping" songs off store-bought CDs and storing them on a server for anyone to access.

Making the interest in obtaining music on the Net legitimate will require some sort of copy protection. Record industry executives insist that they won't take the next step, eliminating manufacturing costs by selling "albums" over the Internet, without some sort of security scheme that prevents buyers from copying the music over and over. And transmitting fat music files is a core element of e-commerce at sites like MTV Online and high-speed online services like Excite@Home.

"This is good for the cable guys because once you get security you can get e-commerce trafficking," said Tom Wolzein, media and Internet analyst for Sanford Bernstein & Co.

Industry executives said MP3 pirates in search of bandwidth have plenty of time to give Excite@Home business. The proposed SDMI standard only involves companies making or looking to make portable MP3 players, not computers and home CD-burners. It could take as long as 18 months to implement and it will not affect the pirating of already existing albums. ■

Panel splits on unbundling

Questions arise over whether cable poses a major threat to Internet-service competition

By Bill McConnell

Just as regulators unveiled a plan that could calm those who fear a cable monopoly of high-speed Internet services, key lawmakers question whether that industry's rivals have any reason to panic.

The House Judiciary Committee on June 30 appeared split on the need for legislation that would require cable companies to provide Internet competitors with access to their broadband networks. The committee's chairman, Rep. Henry Hyde (R-Ill.), said he has not decided whether to hold a vote on the bill and that he's taken no position on the issue.

"Nothing's imminent," he said at the close of a hearing on a bill introduced by Reps. Bob Goodlatte (R-Va.) and Rick Boucher (D-Va.). The two have argued that cable operators will eventually dominate the Internet-servicing market if they are allowed a stranglehold on high-speed access. "Perhaps this is the most important issue related to the future of the Internet," Goodlatte said.

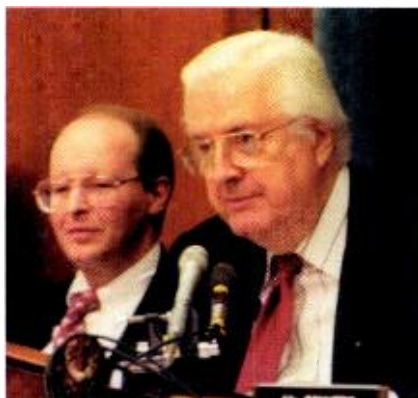
But Hyde and others appear in no rush to impose "unbundling" rules on cable operators. "It seems premature at this point," said Marty Meehan (D-Mass.). "To say 1% is a monopoly is preposterous," said Zoe Lofgren (D-Calif.), referring to the cable industry's share of total Internet subscribers.

Most House Judiciary members appeared to be grappling with the basic arguments of the broadband access fight, and they have yet to begin considering implications of a deal FCC that staffers are pushing to allow the merger of SBC Communications Inc. and Ameritech.

Under the plan, worked out after 10 weeks of negotiations, SBC Communications Inc. would be required to offer high-speed Internet services in low income and rural areas as one of the government's conditions for approving the merger.

Approval of the deal is far from a given, though. The public will get a chance to comment on the proposed conditions, and a vote by the agency's five commissioners is expected to follow in about a month.

For his part, FCC Chairman William



House Judiciary Chairman Henry Hyde remains undecided on open access.

Kennard said he was heartened by SBC's commitment to the plan. "Our paramount goal must be to hasten the day when consumers enjoy the benefits of more competition," he said.

The deal would allow Internet competitors that resell access to SBC's high-speed digital subscriber lines to

purchase capacity at 50% less than retail prices. SBC also would be required to sell high-speed Internet services from a separate subsidiary.

SBC and the affiliate may market each other's services and the affiliate may use SBC's brand name. In every other respect, such as pricing of access to the local loop, SBC must treat the affiliate as it would competing providers of advanced services.

The high-speed Internet provisions were among 28 conditions FCC staffers are proposing for the merger.

The deal has generally drawn support from government officials and industry. "It seems like a reasonable mix of market-opening conditions that will benefit consumers," said Sens. Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.) in a joint statement. DeWine and Kohl have introduced a bill to put FCC merger review under strict deadlines. The year-plus investigation of the SBC-Ameritech deal was a key motivation for their bill. ■

Committee OKs \$3B for public broadcasting

Key House legislator suggests commercial-free broadcasters should 'ultimately become self-sufficient'

By Paige Albinia

A House panel last week gave bipartisan support to legislation that would authorize government funding of public broadcasting through 2006.

Reps. Billy Tauzin (R-La.), Ed Markey (D-Mass.) and John Dingell (D-Mich.) are authoring a bill that proposes to fund public broadcasting at levels it requested: \$300 million in fiscal year 2000, \$340 million in 2001, and up to \$475 million per year from 2002 through 2006—as long as the amount is not more than 40% of public broadcasting's total budget.

Public broadcasting currently raises more than 60% of its funding from

individuals, foundations and corporations, said Robert Coonrod, CEO of the Corporation for Public Broadcasting.

While the proposed legislation drew strong approval from committee Republicans and Democrats alike, House Commerce Committee Chairman Tom Bliley (R-Va.) questioned how much longer public broadcasting should be funded by the government.

"I have confidence in the commitment and the talent of commercial-free broadcasters to ultimately become self-sufficient," Bliley said in a statement. "This is not to say I would back proposals to eliminate federal funding overnight. But neither can I support proposals that would only strengthen public broadcasting's dependence on

the largesse of the federal government."

Tauzin said Bliley had given him the "green light" to move the bill quickly through the Commerce panel to the House floor. Tauzin also plans to introduce legislation later this year that would establish a commission to explore alternative ways to permanently finance public broadcasting. Tauzin supports creating a trust fund for public broadcasting fueled by fees that commercial broadcasters will pay on any non-broadcast use of the digital spectrum.

Coonrod says it would take a \$6 billion-\$9 billion trust fund for public broadcasting to be able to live off the dividends.

Public broadcasters also explained to Congress how difficult the transition to digital TV will be for them without federal assistance. CPB says the transition will cost \$1.7 billion for both radio and television.

The bill also would provide public broadcasting with \$15 million in fiscal 1999 and then \$100 million per year

for the following four years for its transition to digital. Coonrod says the bill would meet public broadcasting's financial needs.

No similar bill has begun to move in the Senate.

The only complaint members and panelists had about public broadcasting concerned underwriting spots that appear too much like commercials. "Public broadcasting is a national treasure, but we must preserve its noncommercial nature," said Rep. Ed Markey (D-Mass.). ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Politicos form broadband coalition

Former White House Press Secretary Mike McCurry and former Rep. Susan Molinari (R-N.Y.) said last week that they have started a coalition aimed at getting affordable, high-speed Internet access for all U.S. consumers. Members of the group, called the IAdvance Coalition, include SBC Communications, Bell Atlantic, Gateway 2000 and Juno Online Services, as well as non-profit organizations such as the American Telemedical Association. Marty Machowsky, a longtime Capitol Hill aide, will serve as the group's executive director. Legislative and regulatory priorities for the coalition will focus on "tearing down" existing regulatory barriers that prevent companies from offering broadband services to all consumers, McCurry said. The group also will work toward gaining legislative relief for telephone companies who want to offer data services across state lines, which the law forbids until telephone companies

prove to the FCC that they have opened their local markets to competition. Several members of Congress are proposing changing the law to remove those regulations on phone companies to enable them to offer data services across state lines. Reps. Bob Goodlatte (R-Va.) and Rick Boucher (D-Va.) introduced a pair of bills to that effect, and last week Reps. Billy Tauzin (R-La.) and John Dingell (D-Mich.) introduced a third bill.

Censure, don't censor, says ACLU

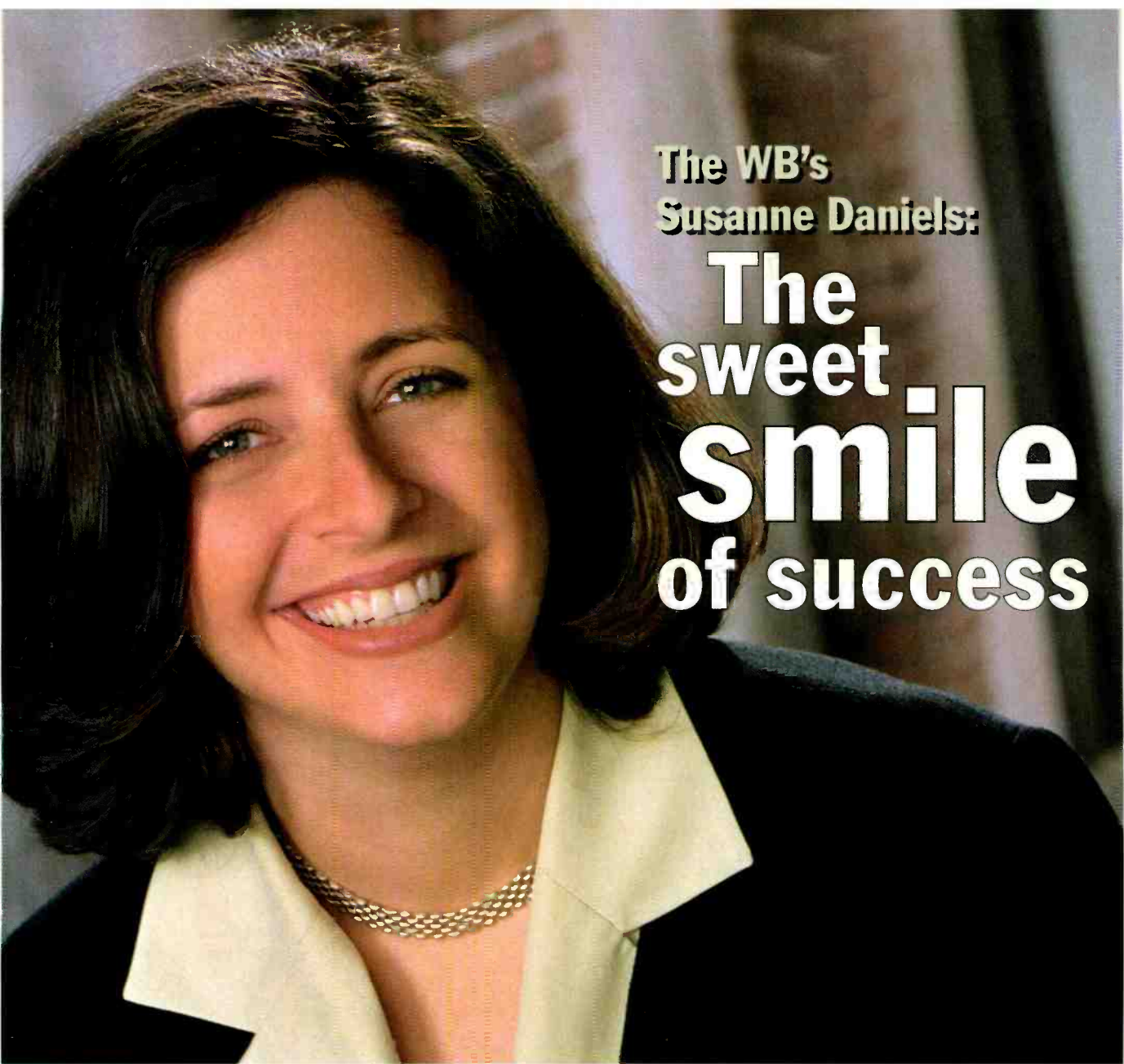
The job of pressuring media to reduce the amount of on-screen violence belongs to private citizens, not the government, Laura Murphy, legislative director for the American Civil Liberties Union, said last week. "I think it's important for us as a society to differentiate between 'censoring' and 'censuring,'" she said during a National Press Club forum on violence in the media. Even though the ACLU frequently fights in court against

legal restrictions on the media, the group also endorses the right of private organizations to boycott or demonstrate against outlets that produce violent programming or other content that may be harmful to society. "It's totally lawful for people to respond with their pocketbooks and I think much more effective," she said. Rep. Jim McDermott (D-Wash.) predicted that restrictions on the First Amendment will fail in Congress—and rightly so. He said it is ironic that many lawmakers want to cut support for public broadcasting, which provides children with an alternative to violent programming that is often airing on networks. "The people who want to pass [media] restrictions are the same people who want to get rid of public broadcasting," he said.

Broadcasters take hard line on ENG

The trade group for broadcast engineers is accusing the FCC's International Bureau of jumping the gun on reassigning spec-

trum that TV stations are losing. And the engineers are threatening to take their case to the courts and Capitol Hill. The Society of Broadcast Engineers told the FCC that it was "particularly shocked" to learn that the International Bureau is proposing to specify new uses for the 1,990 mhz-2,025 mhz band, which broadcasters now use to beam coverage of news, sports and other live events back to their stations. Broadcasters are scheduled to begin returning the band to mobile satellite providers starting Jan. 1. But disputes over how much satellite providers will pay to reimburse TV outlets for the lost electronic newsgathering spectrum has put the exchange in doubt, SBE says. The proposed spectrum assignments "are premature and may never come to pass if MSS is not forthcoming with funds to relocate incumbent [ENG] users," SBE wrote in comments to the FCC. If TV stations are forced to abandon the spectrum before the reimbursement issue is settled, SBE said International Bureau staffers will be forced to defend their decision in "appearances before the District of Columbia Court of Appeals, and probably congressional oversight committees as well."



The WB's
Susanne Daniels:

The sweet smile of success

Photos: The WB/James Sorensen

New WB Entertainment President Susanne Daniels is only two months away from presenting her first fall lineup as top programmer at the suddenly hot home of Michigan J. Frog.

Daniels, who got the job last December after The WB's former entertainment head, Garth Ancier, left for a similar post at the Peacock, doesn't appear nervous. She's been through this before, having been the No. 2 programming executive at the network from its inception. And as for the new title? According to the terms of her original contract, she would have been named the WB's top entertainment executive this summer, with Ancier getting a title boost, irrespective of whether the latter left for NBC.

The WB is coming off its best upfront ad sales showing in the network's four-year history. And the buzz in Hollywood is that the network is on the cusp of bigger

and better things.

Daniels, 34, has been at The WB since it first went on the air, coming over from Fox Broadcasting, where she was director of comedy development. Daniels spent two years as director of variety, reality and special programming at ABC before joining Fox. At The WB, she has slotted such young adult series as "Dawson's Creek," "Buffy the Vampire Slayer" and "Felicity" at The WB.

The Harvard graduate began her career in TV as an assistant to "Saturday Night Live" creator and executive producer Lorne Michaels. Daniels and her No. 2, Jordan Levin (executive vice president of entertainment), have added five new dramas, one comedy and a sixth night of programming for the 1999-2000 season. Daniels, who says she is looking to bring more comedy to the network, sat down with BROADCASTING & CABLE's Joe Schlosser last week in Los Angeles to discuss what's in the hopper and just how high this Frog can jump.

How does it feel to have Madison Avenue betting so heavily on you and the decisions you make?

I think it's good news, but that's not in the forefront of my mind. That's not how I see my job. My job is to make the network successful, which in turn will affect what you are talking about on Wall Street and Madison Avenue. At the forefront of my mind, daily, is: Are the shows good? And who are we going after and who are our new writers? It's our goal to be successful on every level, and I think we have been viewed as a success by the media for a long time. But to be viewed as a success by Wall Street and that crowd, that's part of the goal—and I'm thrilled.

You have a history of taking shows that have been rejected by Fox and turning them into hits. *Buffy the Vampire Slayer* and *Dawson's Creek* most notably. And at the last minute you got the new drama *Roswell* away from them this year. Is that the magic formula, and is *Roswell* going to be a big hit?

I'll tell you what the magic formula is. The magic formula is not having too much ego invested in what you develop yourself. That's the magic formula: Look for the best show no matter where it comes from. I think that we have always been open to doing that. My past network experience has been that people get really invested and involved in what they develop internally and it's harder to [interest them in] something from the outside. And while that does happen here—we do get invested and we do root for actors, writers and producers—at the end of the day we try and stay objective enough to say, "What is the best show for the network?" And it doesn't matter where it comes from. Look, we passed on the Michigan J. pilots this year.

But will you be trying to use more Michigan J. Productions products (The WB's in-house production division)?

I don't think Michigan J. is something that is an aggressive agenda for me right now. We think it's a great opportunity to develop projects internally, but it's not our primary goal to be the No. 1 network production entity.

What about *Roswell*? You picked that up from Twentieth Century Fox just a week or so before the upfront presentations in New York.

I think it is the right business decision, and speaks to Rupert Murdoch's business model that, ultimately, it is worth it to them to sell the show and have that asset for the company.

And, again, it speaks to our desire to put the best show for the network on the air. I desperately wanted to buy it. We had on the books for the past year and a half that [we'd get] the next Jason Katims [project]. So I knew I was going to get his next project after *Roswell*. But I knew he was developing *Roswell* and I begged and said I would absolutely kill to have that project. So, it was something that I was tracking when it was in development at Fox and I am thrilled at the way it worked out.

We sat in on the weekly staff meeting and in it you said The WB is going to get serious about comedy. When and how?

We are going to be really aggressive during the development process this year. And we have increased our comedy license fees, which was something that I think we needed to do. We are going after A-level talent. We are really focused on the multiple-camera format, versus single camera, which we did a lot last year. Comedy is a major priority. We only took one sitcom this year and five dramas because we liked the hour pilots better. Some people find this hard to believe, but we based our decisions on what the best programs and time slots are.

What is happening on the African-American/ethnic-targeted programming front? You have moved all the shows that fit that category to Friday night for next season (*The Jamie Foxx Show*, *The Steve Harvey Show* and *For Your Love*). Do those shows have a future on The WB?

Yes. Two days ago, we picked up a pilot, the Nick Cannon project, which features a black stand-up comedian that Will Smith and his company identified and brought to our attention. Smith is an executive producer on the project.

He was here yesterday (June 30) and we are hoping to develop the next *Fresh Prince of Bel Air*. We are also doing an hour drama with an African-American female lead that is in pilot production for next season. So, those are two things in the works. For scheduling, we really felt Friday night was the best opportunity for those shows. It was better for them to have to go up against the Friday night competition than NBC's Thursday night lineup.

Are you looking to launch a movie night?

We are just starting to think about it, but you do have to think about it a couple of years in advance to get it going. We have a very specific demographic and our audience has certain expectations from us, so we couldn't just throw on any movie and I wouldn't propose buying a major movie pack-



We think our primary competition is Fox and, after Fox, ABC and NBC. CBS and UPN are not on our radar.

age because that's not something I would feel right about seeing on our air. For a couple million dollars, which is what you have to pay for the rights to a third window on some feature films, I would rather make a movie for us.

Any time frame on the movie night?

Not for a couple of years, at least.

We hear you've ordered 13 episodes of Dick Wolf's drama D.C. Is it going to be for midseason? Where will it go in the lineup and why wait until midseason?

Yes, we have picked up 13 episodes for midseason and I don't know where it will go yet. Why midseason? There are a lot of reasons behind why and where we put things. But we've had a lot of success launching midseason shows. *Dawson's Creek* was midseason, *Buffy* was midseason. One thing that is always interesting is that when people lobby in the spring for their shows, we have a lot of producers who actively lobby for a midseason pickup. Instead of being put out there in the fall, they would rather take the time for Bob Bibb and Lou Goldstein [The WB's co-presidents of marketing] to work their magic and develop a great marketing campaign, and then get their shows out there.

We keep hearing that your network is moving away from teens and pressing the young adult theme. If so, how does that affect what you are trying to develop?

The last I heard, our median age was 26-27—26.2 to be exact. We are really happy with that. That is where we want to be. So, we are going to actively pursue the teenagers as well as the 18-34 demographic. Half of our audience is older than 26. We have no intention of trying to grow up the network.

Speaking of not growing up, Kids WB is hot right now, especially with the addition of *Pokemon*. Where is that

division headed?

I am really excited about the kids lineup. We brought Donna Friedman over from Nickelodeon. We are developing with the same team that [did] *Batman Beyond* for us, which also does well on the network. Recently they pitched us eight ideas and we are looking at a couple of *Pokemon* companion pieces. We do not plan on ceding the kids business to cable. We want to be No. 1 in kids and I think we have the potential to do that.

To what do you credit your success relative to UPN?

Program choices. I think, interestingly, that their initial program strategy, which was to go after men, was not a bad one and that is where they are back to again after changing it several times over the last five years. Maybe this will work for them again. It's where they should have stuck five years ago. We think our primary competition is Fox and, after Fox, ABC and NBC. CBS and UPN are not on our radar.

According to your contract, you were scheduled to be promoted to entertainment president about this time anyway. Are you happy with the way things have played out or do you miss having Garth around?

I miss Garth very much—I loved working with him. He was and is my mentor and my friend and somebody whom I put in the league with Brandon Tartikoff. I consider myself incredibly lucky to have worked with him. I am having lunch with him next week. I continue to call him a lot and ask him for advice.

How was your working relationship?

We worked very closely together as a team, Garth and Jordan [Levin], myself and a handful of others. It was and is an incredibly close-knit team and we worked that way on both comedy and drama. So, there is one less voice in the mix.

Meeting of the programming minds

Fresh off a two-week vacation with her husband (*King of the Hill* creator Greg Daniels) and two children, new WB Entertainment President Susanne Daniels sits down at the network's weekly staff meeting and crosses her arms. The body language is in contrast to the openness of the meeting that's about to begin.

Sitting next to Daniels at the head of a long, rectangular cherry conference table is Jordan Levin, the No. 2 entertainment executive at the suddenly hot and Madison Avenue-friendly network. Around them are gathered a roomful of WB executives ranging from the heads of marketing and distribution to the newest executive assistants—even interns. Such an eclectic group may not be the norm for networks, but it is for The WB.

The hour-plus meeting has been a weekly fixture at the network since it was first launched four years ago.

Today's session seems almost giddy. Although the presence of a reporter in the room is no secret, the enthusiasm seems genuine, and understandable given the network's recent performance. Network executives have just completed their biggest upfront market ever (clearing \$450 million in ad revenue) and there is a buzz in Hollywood for the second year in a row over a couple of The WB's new series (*Roswell* and *Buffy* spin-off *Angel*).

Comments and opinions are accepted from anyone in attendance at the informal session, and conversations often go beyond the top 20 or so executives seated at the table. The 80-plus other attendees, many of whom are in the network's targeted 18-to-34 demographic, are standing, or stationed in chairs with name tags on them. Jamie Kellner, the WB's founder and CEO, is on vacation, but he, too, is a regular at the weekly

meetings. Kellner started the practice of the mega-meeting at Fox, and brought it with him to The WB.

Daniels opens the meeting by revealing a series of development details and casting changes on new WB shows. "We've now got five regular characters on *Angel* now," Daniels says of the network's spin-off.

"That includes a male lawyer who plays the nemesis." That last comment brings a lot of chatter and one high-ranking WB executive quickly shouts out, "Go figure, a lawyer as a nemesis." Laughter fills the room.

In the meantime, black-and-white glossies of new WB stars are passed around the room for general approval.

Since it's the last week of June and the start of the fall TV season is only two months away, production is beginning on almost all of the network's shows for the 1999-2000 schedule. Daniels, who is heading into her first full season as

But we have some wonderful new voices who are working on great things.

Now that you're competitors, should you and Garth still be talking?

I suspect that's the way it is with everybody in every industry. I have only worked in the TV industry, but my guess is that the sneaker guys all talk to each other and the Coke and Pepsi guys all talk. We talk, but it's not really too serious. Well, I did give him a few notes on *The Mike O'Malley Show* [laughs], but it wasn't anything he didn't already know.

A Harvard English major turned assistant to Lorne Michaels; what exactly did Susanne Daniels want to do coming out of college?

I wanted to work in theater and, in fact, my first job out of college was as an intern at the public theater in New York back when Joseph Papp was still alive. It was a thankless job. It was \$50 dollars a week to feed his cat, dust the pictures on his wall and make the coffee. After six months of that, it was enough and I started looking for a job where I would get paid more and learn something. Not that there wasn't a lot of stuff to learn from Papp, but I wasn't given any opportunity to do it. So I got the job as Lorne's assistant and then I knew I really wanted to work in television. I loved it from day one.

Is there anything in particular you learned from your experience with Michaels?

Yes. The one thing that amazed me and that I really did take away from the experience was Lorne Michaels' attention to detail. I distinctly remember standing behind him during dress rehearsal for *Saturday Night Live* and watching him make notes that were immediately given to his runners. He would say: "Jan Hooks' top shouldn't be brown, it should be green." He would say: "The light shouldn't be coming up

there from the restaurant, it should be coming from below." And I would think: "Why didn't I think about that?" It was always better, and I realized that everything that goes into it matters.

Between your family and running this network, word on the street is you are too busy to pay your bills. Garth says he saw you with a bag of unpaid bills recently and said you were close to getting the power turned off at your house. True?

It wasn't a bag of bills [laughs]. It was only a couple of bills. It was one thing I had to put off. It really is pretty crazy. But the funny thing is I keep hearing that I am really organized. And I think I have become that because it just had to happen. When you take on a lot, you ultimately have to take care of things. Anyway, the bills are getting paid now.

How has being a woman affected your career path in television? We've heard that the reason women tend to move more from job to job is that that has been the only way to advance.

I thought that that was true for me, but, hopefully, it won't be true for the other women at this network whom I have hired and promoted. I will make it a different experience for them and continue to promote them. But I found in my experience as a woman at other networks that they were glad to have me there, but I wasn't necessarily looked at as the person to groom. I felt that all the men were being looked at as potential to groom for greater roles. So, I felt that I had to leave and continue moving and leaving so that I would finally be put in a position where someone would say, "Yeah, okay, she will be the person who will run the network."

So, do you still feel like you've got to move?

[Laughter] I sure hope not. I'm really happy here. ■

entertainment chief, says *The Jamie Foxx Show* producers have alerted her that they are already onto their fourth episode for next season. Daniels adds that she has seen more footage on the soon-to-debut drama series, *Roswell*, and nods approvingly, "I think we are in very good shape there."

After a few more announcements, Daniels opens the floor.

She calls on each of her top executives for a quick status report on the week's doings.

Kathleen Letterie, the network's senior vice president of casting and the woman behind all of the network's top young talent, tells of the success the network is having on the casting front. "People want to work with us," she says. "There is a real buzz out there and its working in our favor."

Daniels then points to the head of The WB's network distribution, Ken Werner, who has just come off a five-day, five-city trip along with a handful of other top WB executives. Werner says

he met with affiliates in New York, Atlanta and elsewhere to show them what The WB has in store for the fall and different ways to position the network with local advertisers. "People really think this fall is where we are going to take off," he says, convincingly. "And we should be announcing three new affiliates within the week." The conference room breaks into applause.

Brad Turell, the network's top publicity executive, sits at the opposite end of the table from Daniels, hands clutching a pair of top national magazines. When called on by Daniels, Turell points out which WB stars graced magazine covers that week. Michelle Williams (*Dawson's Creek*) was on the cover of *Maxim* and Keri Russell (*Felicity*) fronted *In Style*. "Instead of 12-to-20 [targeted] magazine covers, we are getting 18-to-30 covers," Turell points out. "We still have teen appeal, but our top stars are moving up in the demos." Daniels smiles, knowing that observation

goes hand-in-hand with the network's current philosophy: to be known as more than just a teenagers' network.

The two marketing presidents, Bob Bibb and Lew Goldstein, are sitting closest to Daniels and have a lot to go over. The first order of business is the promotional blitz that The WB has designed for the season finale of *Buffy*. The year's final episode was pulled from the network in May because of a violent scene at the show's fictional high school, a scene WB executives felt wasn't appropriate in the wake of high school shootings around the nation. "We'll have full radio support behind it, two weeks' worth," says Bibb. The two proceed to discuss music video tie-ins with WB stars, including upcoming efforts with musical act This Way.

Before the meeting breaks up, Kids WB executives announce plans for their newest children's hit, *Pokemon*, and take care of a few other items of business. The session closes with Happy Fourth of Julys all around.

Albert rejoining NBC

Putting scandal-ridden past behind, sportscaster to do NBA games, Olympics

By Steve McClellan

Yesssss! He's back. Marv Albert is returning to NBC as a sports announcer this fall.

Albert, who worked for NBC for two decades before personal and legal troubles ended the relationship 20 months ago, has signed to do play-by-play coverage for NBC's National Basketball Association games, including at least 12 weeks of regular-season play, as well as post-season coverage.

Unlike his previous stint at the network, however, Albert will not be on the first team. NBC stressed that Bob Costas and Doug Collins will continue as the lead announcing team for the

network's NBA coverage. NBC has a handful of announcing teams, with Albert slated for the third rotation, with a color commentator to be named later.

In addition to covering roundball, Albert will be the primary boxing announcer during NBC's coverage of the Sydney Olympics in the summer of 2000 and will do play by play for men's hockey at the 2002 winter Olympics in Salt Lake City.

"It's a very happy day for NBC," said network Sports President Dick Ebersol, who indicated that he went after Albert three weeks ago after reading news accounts that he was in discussions with Fox about a possible NFL announcing gig.

Albert had already defied the conventional wisdom about his professional future following a Sept. 25, 1997, guilty plea to assault and battery charges in a sexual assault scandal that led to his dismissal from NBC and his resignation from cable network MSG.

At the time, insiders speculated that, given the criminal conviction and his initial denials, it would be a long time before Albert worked in broadcasting or cable again. But only 10 months later, Albert was hired back by MSG, which credited his 30 years of service to that company (and the potential ratings boost from his added notoriety) with its decision to "return the favor." Other work followed.

In addition to his NBC duties, Albert

Barrett succeeds Conomikes at Hearst

David Barrett has been named president and co-chief executive officer of Hearst-Argyle Television (HATV), taking over from John Conomikes, a 45-year broadcasting veteran who is stepping down after running the Hearst TV group for 18 years. Barrett, 51, had been executive vice president and chief operating officer and will be succeeded in that post by Anthony Vinciguerra, 44, executive vice president at the group. Barrett will jointly run the group with Robert Marbut, 64, chairman and co-chief executive officer of HATV. Conomikes, 67,



Conomikes, left, will remain chairman of HATV's executive committee. New co-CEO Barrett will continue as a director of HATV and Hearst.



will remain a director and chairman of the executive committee of HATV, as well as a corporate vice president and director of The Hearst Corp., the TV group's majority shareholder. The Hearst TV group has grown from three stations in the early 1980s, when Conomikes first took control, to the ninth largest group in the country, with 26 stations that collectively reach 17.5% of the U.S. The Hearst Corp. spun off its TV group and merged it with Argyle Television in August 1997. In addition to his

Bennack credited Conomikes with leading the company's broadcast division "during its greatest growth period...his wisdom and experience will continue to be invaluable to the Hearst-Argyle board." Of Barrett's promotion, HATV Chairman Marbut said, "I welcome David Barrett in his role as my new partner. [His] television and radio experience, special talents and leadership skills uniquely qualify him to serve as president and co-CEO at this time."

—Steve McClellan

will continue to do New York Knicks radio games for WFAN(AM) New York, the nightly *Sports Desk* show for MSG, and some NBA games for Turner.

As to his past troubles, Albert said last week, "I'm just happy to be back at NBC. I think its better to look ahead

than to look back.

NBC was looking ahead as well. Ebersol said it had always been his hope to be able to rehire Albert. Since the scandal, he said, "Marv has worked hard on various aspects of his life."

At the time NBC fired Albert, it said

it was because he denied any wrongdoing when initially accused of sexual assault. He later pleaded guilty to reduced charges, said he had been wrong and committed to counseling. "We did what we had to do at the time," Ebersol said. ■



GET WITH THE PROGRAM

By Joe Schlosser

Peacock preens, wins 5 nights

For the second straight week, NBC had nine of the top 10 prime time shows and won all five weekday nights among adults 18-to-49, according to Nielsen Media Research. For the week of June 21, The NBA Finals finished in the top three spots (game three, four, and five respectively) on the national ratings chart in terms of adults 18-to-49. NBC also won the week in adults 25-54 (4.5 rating/14 share average) and total viewers (9.8 million viewers per prime time minute average).

Pearson Television plays the game

Pearson Television executives are updating a pair of game show library titles and the international distributor has hired producer JD Roth to help develop potential cable/syndication game-show and reality programming. Roth, who formerly ran his own production company (JD Entertainment Inc.), has been assigned to help modernize the Pearson-owned Mark Goodson Productions library of game shows. His first assignment, Pearson executives said in a release, is to reformat the NBC series *The Better Sex*, and

the much-traveled (ABC, CBS and NBC) 1950s game, *Play Your Hunch*.

Chris Reid gets 'Big Break' as host

Actor/musician Chris Reid has been cast as the host for Buena Vista Television's upcoming talent show, *Your Big Break*. Reid was formerly a member of the popular rap duo Kid 'N Play and starred in the three *House Party* films. *Your Big Break* is a co-production of Dick Clark Productions Inc. and Endemol Entertainment. It will be distributed by Buena Vista Television.

From anchor to 'Access' addition

Shaun Robinson has joined the syndicated newsmagazine *Access Hollywood* as a weekend anchor and daily correspondent. Robinson was formerly a news anchor at WSVN-TV Miami.

'Providence' shines, NBC signs Masius

John Masius, creator of the hit NBC drama *Providence*, has signed a three-year development deal with NBC Studios. NBC executives say Masius will remain the executive producer on *Providence* for the upcoming season and then turn his attention to

developing other programs for the network. Masius also produced *L.A. Law* for NBC and helped create *Touched by an Angel*.

An unforgettable performance

Twentieth Television's freshman talk show *Forgive or Forget* outrated *The Oprah Winfrey Show* head-to-head among women 18-34 in New York and Los Angeles, the nation's top two markets, during the May sweeps, according to Nielsen Media Research. On KCOP-TV Los Angeles, *Forgive or Forget* finished the sweeps as the No. 1 show in the demo, with a 3.4 rating/16 share in women 18-34. Winfrey's talker was second with a 3.3/16 on KABC-TV. In New York on WWOR-TV, *Forgive or Forget* scored a 3.5/22 for the sweeps, topping Winfrey's 3.3/21 on WABC-TV.

'Religion & Ethics' blooms with Lilly

WNET-TV-produced *Religion & Ethics Newsweekly* is set for a third season, thanks to \$7 million from the Lilly endowment, which provided major funding (\$14 million) for the series' first two seasons on PBS. The series proves, says Lilly Endowment VP, Religion, Craig

Dykstra, "that it is possible to report on religion and ethics in a way that is at once fair, objective, respectful and incredibly interesting." The show is carried by more than 200 stations and is billed as the most watched non-prime time public affairs program on PBS.

Share and share alike within Fox

FX and Fox Broadcasting Co. are going to share the broadcast premiere rights to four films from Paramount Studios, including *Varsity Blues*. The films, which will be available to FX and Fox in 2001, also include *A Simple Plan*, *Dead Man on Campus* and *Election*.

Perry tapped for 'The Dream Team'

Steve Perry has been named co-executive producer on the upcoming syndicated action series *The Dream Team*. Perry has produced a number of major motion pictures, including *Speed 2* and *Under Siege*. *The Dream Team* is co-produced by Hamilton Entertainment and Expand.

Faltings becomes Littlefield VP

Jennifer Faltings has been named vice president of talent and development at The Littlefield Company, former NBC Entertainment Chief Warren Littlefield's new production company at NBC. Faltings was formerly director of current development at Brillstein-Grey Entertainment.



STATION BREAK

By Dan Trigoboff

Discrimination charged in N.C.

WCNC-TV Charlotte, N.C., faces charges of race, age and gender discrimination from longtime reporter Beatrice Thompson. She has filed a complaint with the federal Equal Employment Opportunity Commission, which has six months to review the case. Thompson's cause was taken up before the filing by some locals who complained publicly that the Belo-owned NBC affiliate has been mistreating African-American employees, a charge the station vigorously denies.

Thompson said she particularly objected to recent criticisms she believed were intended to drive her from the NBC affiliate. "They told me that I didn't know how to write stories...people stories" and that station management told her they needed to "talk about a separation. I know I've been true to people's stories, to stories about the community."

Regarding the grass roots support she's received, she said it apparently began with some close friends and spread. "Because I'm from this area, my network spreads pretty far," Thompson has been with the station for 11 years, and in broadcasting in the area for more than 20.

WCNC-TV News Director Keith Connors would not discuss Thompson's status at the station because the company does not discuss personnel matters, but said charges of discrimination were untrue and unfounded. The station plans to contest Thompson's allegations. Discrimination claims have

been costly of late for TV stations. Claims against a Post-Newsweek station by Hartford, Conn., anchor Janet Peckinpaugh and against a Chris Craft-owned station by Sara Lee Kessler have led to multimillion-dollar judgments this year.

3 survive S.C. copter crash

No serious injuries were reported after a helicopter operated by WPDE-TV, Florence, S.C., crashed into a marsh. All three people on board were treated and released, including the station's director of news promotion, Thomas Hughes. The National Transportation Safety Board is investigating.

Maine host's thumb turns green

TV personality Jim Crocker is leaving his job at WCSH(TV) Portland, Maine to run a regional gardening magazine. "It was time to do something else," Crocker said. "When this came along, I thought it was terrific." Crocker says he has never written professionally, but expects to learn quickly as managing editor for *People, Places and Plants*. Crocker's tenure at the station has included stints as a sportscaster, morning host and reporter. Since 1996, he has hosted the midday talk show, *LunchBreak*.

I carry a badge; I'm a reporter

WPTV(TV) West Palm Beach, Fla., pulled a story off its newscast after its reporter was found to be impersonating a police offi-

cer. Although reporter Derrol Nail had the knowledge and cooperation of local police for his story—intended to show how easy it was for criminals to gain entry to people's homes by pretending to be police—General Manager Bob Jordan nonetheless decided against running the story. "I'm an old news guy," he said. "I don't believe news reporters should misrepresent themselves. Police can't authorize you to break the law." Those involved in the story were reprimanded, and a story advising locals on avoiding break-ins was aired.

The issue came to light after a home Nail had entered turned out to be occupied by a reporter from *The Palm Beach Post*, who called police.

Goodbye, with a touch of Gershwin

Hundreds of people, including politicians, athletes and other well-known Chicago personalities, turned out at the Wintergarden of the Harold Washington Library to say goodbye to WTTW(TV) host and interviewer John

Callaway. Callaway, 62, has hosted *Chicago Tonight* and interviewed thousands of guests since 1984. Callaway, who has been in Chicago public TV for a quarter century, delivered his own swan song by serenading his guests with *Embraceable You*.

Texas anchor's family sues

The parents of a deceased Wichita Falls, Texas, anchorman has sued funeral company Service Corp. International for failing to properly embalm their son. KAUZ-TV anchor Frank "Tres" Hood III, died at 31 last year after a long fight with colon cancer. The lawsuit alleges violation of the Deceptive Trade Practices Act, gross negligence, product liability, fraud and intentional infliction of emotional distress after the casket broke open, costing the Hood family money for replacement and prompting a change in plans for an open-casket funeral. The funeral services company has said Hood's body had severely deteriorated in an autopsy and blames the incident on the mausoleum in the city-owned cemetery.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@erols.com or fax (202) 463-3742.



John Callaway (center) interviews Alderman William Beavers of Chicago's 7th Ward (back to camera), and Laura Washington, editor and publisher of *'The Chicago Reporter.'*

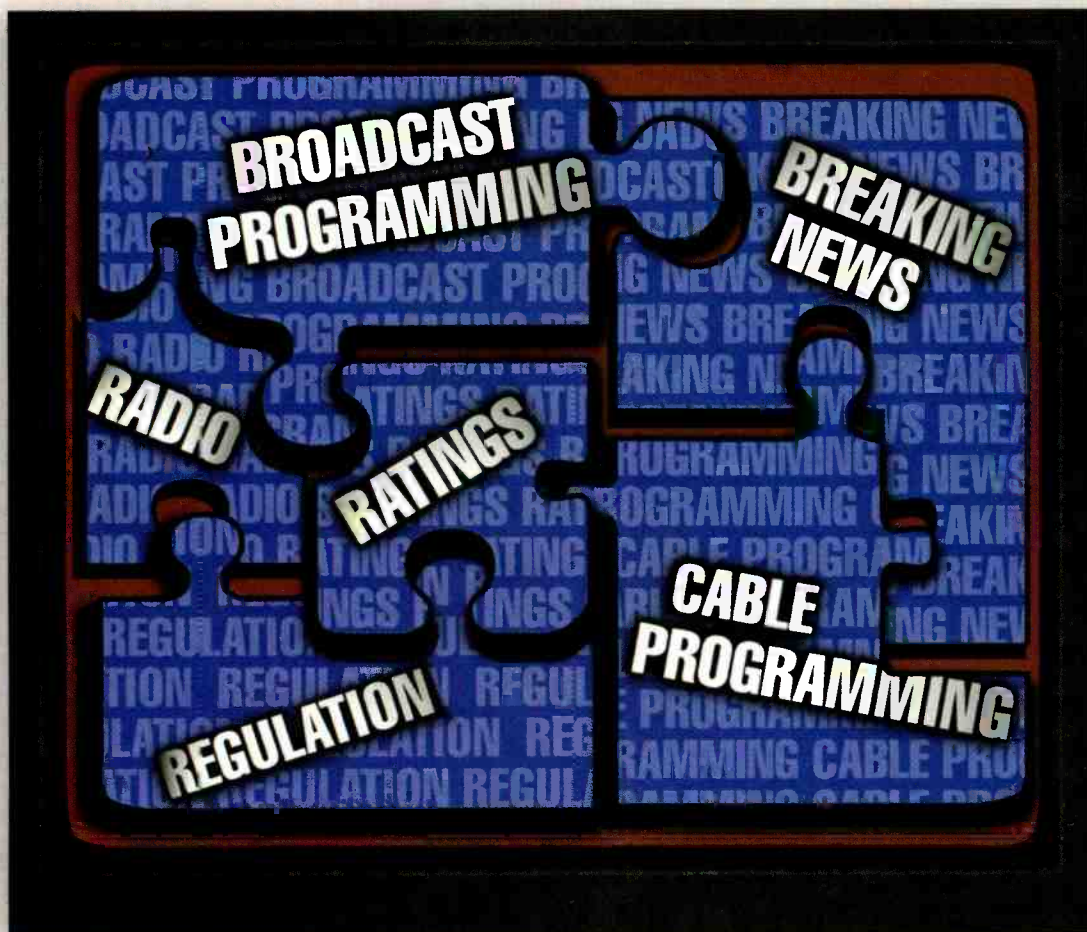
JUNE 21-27

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

The Spurs weren't the only ones in a celebratory mood: Games 3, 4 and 5 of the NBA finals finished 1-2-3, giving the week to NBC.

Week 40	abc	CBS	NBC	FOX	UPN	WB
	6.9/12	7.8/13	9.2/16	4.9/9	1.1/2	2.6/5
MONDAY	8:00 46. 20/20 6.0/11	23. Cosby 7.1/14	49. Dateline NBC 5.7/11	72. That '70s Show 4.3/8	108. Dilbert 1.6/3	85. 7th Heaven 3.1/6
	8:30	22. King of Queens 7.3/13		72. That '70s Show 4.3/8	117. Redhanded 1.3/2	
	9:00 21. ABC Monday Night Movie—No One Could Protect Her 7.4/12	7. Ev Lys Raymd 8.9/15	1. NBA Finals Game 3—San Antonio Spurs vs. New York Knicks 12.1/21	53. Ally McBeal 5.6/9	123. Power Play 0.7/1	102. Rescue 77 2.1/3
	9:30	12. Becker 8.2/13				
	10:00	18. 48 Hours 7.5/13				
TUESDAY	5.6/10	6.8/12	6.7/12	4.2/8	1.6/3	2.0/4
	8:00 39. Home Imprvmt 6.4/13	33. JAG 6.7/13	64. 3rd Rock fr/Sun 4.7/9	80. Guinness World Records 3.8/7	103. Moesha 1.9/4	100. Buffy the Vampire Slayer 2.2/4
	8:30 43. The Hughleys 6.2/12		70. NewsRadio 4.4/8		113. Clueless 1.4/3	
	9:00 41. Spin City 6.3/11	15. 60 Minutes II 7.9/14	54. Just Shoot Me 5.5/10	69. Fox Files 4.5/8	113. Malcolm & Eddie 1.4/3	111. Felicity 1.5/3
	9:30 57. Sports Night 5.0/9		36. Will & Grace 6.6/11		106. Between Brothrs 1.7/3	
WEDNESDAY	6.8/12	7.6/14	9.5/17	4.0/7	1.7/3	2.4/4
	8:00 33. Dharma & Greg 6.7/13	62. The Nanny 4.8/10	30. Dateline NBC 6.8/13	78. Fox Summer Movie Special—Geronimo 4.0/7	108. 7 Days 1.6/3	103. Dawson's Creek 1.9/4
	8:30 48. Two Guys, A Girl 5.8/11	55. The Nanny 5.4/10			106. Star Trek: Voyager 1.7/3	89. Charmed 2.9/5
	9:00 27. Drew Carey 7.0/12	9. CBS Wednesday Movie—Now and Then 8.8/15	2. NBA Finals Game 4—San Antonio Spurs vs. New York Knicks 12.0/22			
	9:30 44. Whose Line Is It 6.1/10					
THURSDAY	5.0/9	6.7/13	7.9/15	4.2/8	1.5/3	2.7/5
	8:00	44. Diagnosis Murder 6.1/12	7. Friends 8.9/18	57. World's Wildest Police Videos 5.0/10	111. UPN Thursday Night Movie—30 Years to Life 1.5/3	98. Wayans Bros 2.5/5
	8:30 77. Never Say Never 3.9/8	17. Diagnosis Murder 7.6/14	30. Jesse 6.8/13	81. The Family Guy 3.6/7		93. Jamie Foxx 2.7/5
	9:00		11. Will & Grace 8.3/15	84. The PJs 3.2/6		93. Steve Harvey 2.7/5
	9:30		23. ER 7.1/13			90. For Your Love 2.8/5
FRIDAY	5.5/11	6.3/13	8.4/17	2.9/6	1.2/3	
	8:00 67. Sabrina/Witch 4.6/10	49. Kids/Darndest 5.7/13	41. Dateline NBC 6.3/14	90. World's Funniest! 2.8/6	117. Am Greatest Pets 1.3/3	
	8:30 75. Boy Meets Wld 4.2/9	57. Candid Camera 5.0/11			121. Am Greatest Pets 0.9/2	
	9:00 78. Tarzan in Concert: Phil Collins 4.0/8	28. Unsolved Mysteries 6.9/14	3. NBA Finals Game 5—San Antonio Spurs vs. New York Knicks 11.0/22	87. Mad TV Primetime 3.0/6	113. Love Boat: The Next Wave 1.4/3	
	9:30					
SATURDAY	3.1/7	5.3/12	4.1/9	5.3/12	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:00 87. Am Fun Hm Vid 3.0/7	75. Early Edition 4.2/10	81. The Pretender 3.6/8	67. Cops 4.6/11		
	8:30 96. The Big Moment 2.6/6			56. Cops 5.2/12		
	9:00 83. ABC Saturday Night Movie—The Great White Hype 3.3/7	64. Walker, Texas Ranger 4.7/10	72. NBC Saturday Night Movie—Her Last Chance 4.3/9	49. AMW: America Fights Back 5.7/12		
	10:00	23. Walker, Texas Ranger 7.1/15				
SUNDAY	6.8/13	7.5/14	5.2/10	3.9/7		
	7:00	5. 60 Minutes 9.2/19	85. World's Most Amazing Videos 3.1/6	93. World's Funniest! 2.7/6		
	7:30 49. Wonderful World of Disney—Alaska 5.7/11	14. Touched by an Angel 8.1/15	61. Dateline NBC 4.9/9	96. King of the Hill 2.6/5		
	8:00			64. The Simpsons 4.7/9		
	8:30			57. Futurama 5.0/9		
WEEK AVG	5.7/11	6.9/13	7.2/14	4.2/8	1.4/3	2.3/4
	7.8/13	8.8/15	8.7/15	6.7/11	1.9/3	3.1/5
SUNDAY	10. 20/20 8.5/15	39. CBS Sunday Movie—The Thorn Birds: The Missing Years, Part 1 6.4/11	38. NBC Sunday Night Movie—Fair Game 6.5/11	70. The X-Files 4.4/8		
	9:30					
	10:00 23. The Practice 7.1/13					
	10:30					



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A hammerlock on ratings

News venues climb, Disney and Lifetime are down, but wrestling continues to wallop

By Deborah D. McAdams

Cable news channels surged in ratings for the second quarter of 1999, but wrestling reigned supreme, according to Nielsen Media Research provided by Discovery Networks.

Neither war nor scandal nor shootings could displace wrestling and USA Network from the top ranking for the fourth straight quarter. Of 30 top-rated cable programs for the period, 26 were Monday night World Wrestling Federation telecasts, with the sweat-and-bluster extravaganza taking 38 of the top 100 spots on USA.

In news, Fox News Channel led the way in percentage increases, jumping 150%, from a 0.2 last year to 0.5 this year.

"There's no doubt that a lot of it was related to [the Clinton-Lewinsky] scandal, up until the [NATO-Yugoslavia] war hitting," said Bill Shine, senior producer of prime time programming for Fox News Channel. "I think a lot of people found us then, and thankfully, when it went away, people stuck around."

Another across-the-board boost for news channels was the deadly school shooting in Littleton, Colo., on April 20. CNN, for example, drew the 12th highest-rated program of the quarter with President Clinton's televised response to the incident. While CNN was the only cable net to break into the top-100 rated programs with Littleton coverage, the tragedy generated the most-viewed day in Fox News Channel's three-year history, Shine said.

The Crier Report was another factor helping Fox News' ratings. Stripped Monday through Friday at 10 p.m., the legal news program helmed by Catherine Crier, a former Texas judge, registered a 232% ratings increase over 1998.

In the fall, Crier will take her popularity to Court TV, which posted the largest percentage increase in prime-time ratings of all the major basic networks. Court rose 200% over second quarter 1998, from a 0.1 to a 0.3.

A network spokeswoman attributed the increase to a revamped schedule,

Nielsen prime time basic cable ratings: Second Quarter 1999

Rank	Network	2Q '99	2Q '98	% Diff
1	USA	2.4	2.2	9%
2	TNT	2.1	2.3	-9%
3	Nick	2.0	1.9	5%
4	TBS	1.9	1.9	0%
5	Disney	1.7	2.0	-15%
6	Cartoon	1.6	1.4	14%
7	Lifetime	1.4	1.6	-13%
8	A&E	1.3	1.3	0%
9	ESPN	1.2	1.3	-8%
10	Discovery	1.1	1.1	0%

Source: Nielsen Media Research, provided by Discovery Networks

particularly Homicide at 9 p.m. weekdays, followed by Crime Stories. That pairing improved the timeslot by as much as 400%, she said.

World events and a first-ever revamp buoyed CNN Headline News by 50% in the second quarter. MSNBC had a 67% increase in the second quarter, posting a 0.5 compared to a 0.3 last year.

As for wrestling, it also bolstered Turner Network Television to second place in overall prime time ratings for the quarter. TNT's WCW Monday Nitro Live! landed 20 of the top 100 spots, but it didn't prevent the network from losing ground. TNT posted a 9% decline from a year ago, when Michael Jordan led the Chicago Bulls to an NBA championship.

Among entertainment networks, Bravo was second only to Court in percentage increase. The film-and-arts network pulled prime time ratings up by 50% with strong numbers on The Count of Monte Cristo, an eight-hour miniseries that averaged a 1.3 over four nights, and The Awful Truth, Michael Moore's scathing exposé program.

Disney, the only noncommercial network in the top 39, fell 15% from last year. A Disney spokeswoman pinned the decline on programming changes. The network had three times as many premieres in the second quarter of 1999, compared to a year ago.

"We know there's going to be a lev-

eling off period as audiences find new products," she added.

The 1999 MTV Movie Awards helped pump up MTV 29%, from a 0.7 to a 0.9, which generated the largest audience ever for MTV. Other winners include ESPN2 and E!, both with 25% gains, and BET, HGTV, and VH-1 registering 20% increases.

On the downside, Fox Family Channel continued to feel the pain. The morphing network went from a 1.3 last year to a 0.8 in 1999—a 38% drop. Network executives cited Fox Family's changing image, from the older-demeoed religious programming of the former Family Channel to the younger set that Fox Family is courting.

Indeed, the network held on to its 18-49 audience, while 20% of the 25-54s wilted away, Nielsen reported.

FX dropped 25% in prime time, from a 0.8 to a 0.6. A spokeswoman at the Fox network said ratings were down for both NYPD Blue and The X-Files, two of 1998's strongest prime time programs. Ratings for both were "expected to settle," she said, so FX is in the process of beefing up its prime time lineup.

Comedy Central's prime time average for the quarter fell 14%, from a 0.7 to a 0.6, presumably because of the waning power of South Park. The network's biggest hit had its highest-rated quarter ever one year ago. This year's ratings are about half what they were then.

Lifetime's 13% prime time ratings decline was likely related to the performance of Chicago Hope, stripped weeknights at 8 p.m. The show has dropped 10%-15% from last year, said Steve Warner, vice president of program planning. Warner said the network's primary demo is holding steady.

"We're television for women, so our concern is women 18 to 49. For the quarter in prime time, we're up 11% from second quarter last year in women 18 to 49," he said.

"Probably one of the places we've lost some people is men 50-plus," he said. "Our advertisers, this doesn't faze them. They look at the number of women." ■

CTAM looks forward

Cable's marketing conference takes a digital turn

By Deborah D. McAdams

This year's CTAM summit addresses the question of how to sell all the products and services emerging from digital cable technology.

With attendance expected at about 2,400, the theme for Summit is, "Where is the industry going?"

"There are a lot of different meanings to that phrase," laughed Char Beales, president of the Cable & Telecommunications Association for Marketing. The whole point of the July 18-21 conference in San Francisco is to look at things like high-speed Internet access, digital tiering and media convergence from a marketing point of view.

"The business is getting so much more complicated," she said. "A lot of people are building skill sets to make new product introductions more successful."

For the first time, this year's conference will be organized around tracks—six in all: high-speed Internet, digital video, cable marketing skills and strategies, programmer skills and strategies, general management and operations. An international track will be devoted to each



Time Warner Cable's Collins (l) and AT&T Broadband & Internet Services' Hindery are scheduled to speak.



track offered through the conference.

Also new this year is live chat rooms, "where people who are interested in the same topic can get together and chat," Beales said. There also are road trips for Silicon Valley on July 19, where participants will be able to tour Sun Microsystems, Excite@Home or Oracle, or attend a gathering of venture capitalists at a local Starbucks.

Delivering the opening keynote

address this year will be Leo Hindery, president, AT&T Broadband & Internet Services, and one of digital cable's most aggressive proponents.

Featured speakers are a small but diverse group. Joe Collins, chairman and CEO of Time Warner Cable, another innovator in the digital arena and a veteran of cable marketing, will share his vision of the industry. Jill Elikann Barad, who rose to chairman of the board and CEO of Mattel from marketing Barbie dolls, will talk about how digital technology transformed toy territory. Jon Steel, vice chairman and director of planning for the "Got Milk?" advertising firm Goodby, Silverstein, & Partners, will impart marketing wisdom.

Tuesday will be Silicon Valley day, with CNET CEO and founder Halsey Minor, Wink Communications President and CEO Maggie Wilderotter and Benchmark Capital partner Bruce Dunlevie discussing that hotbed of technology start-ups.

Wednesday's closing session on digital technology will feature Oxygen Media Inc. Chairman and CEO Geraldine Laybourne; Lee Masters, president and CEO of Liberty Digital; James Murdoch, president of New America Digital Publishing; Fred Nichols, chairman, CEO and president of TCA Cable, Inc.; and Steve Perlman, co-founder of WebTV. ■

No worries on the @Home front

Execs strike confident pose on unbundling fight, consider back-up plan unnecessary

By John M. Higgins

Excite@Home executives minimized the threat of America Online's push to force cable operators to open access to their high-speed Internet networks, contending that the company will be protected by federal regulators' reluctance to press the issue.

Excite@Home Chairman Tom Jermoluk last week expressed confidence that open access "won't happen." He predicted that his company's controlling shareholder, AT&T Corp., will successfully appeal a recent adverse court ruling in Portland, Ore., that has revived the issue after it seemed buried a few months earlier.

Jermoluk noted that the Federal Communications Commission has decided that open access is not a critical issue at

this time. FCC Chairman William Kennard has further declared that the court ruling strengthening cities' power to regulate cable threatens to create "chaos" in telecommunications.

"We don't see anything that's going to change that at the federal level over the next couple of years," Jermoluk said.

His remarks came during a Tuesday financial presentation in New York by Jermoluk and new president George Bell, who was CEO of Excite Inc. until At Home Corp. acquired the company in May. The



@Home's Bell is in charge of running both the company's high-speed data service and Internet portal.

executives expressed confidence that they would meet analysts' growth expectations, which call for the combined Excite@Home to double its customer base by year-end and nearly triple that by the end of 2000.

Mary Meeker, a Morgan Stanley Dean Witter Internet analyst, immediately followed, saying that she sees the company increasing its customer base from 500,000 subscribers today to 1 million

by December, and to 2.5 million-3 million next year.

But it's the open-access issue that has the attention of the markets and industry executives. AOL and an alliance of other Internet and phone companies are coaxing municipal officials into using their authority over operators, notably AT&T Corp., to force them to buy a system.

In addition to the Portland dispute that spurred the court ruling, AT&T is trying to put out unbundling fires in Los Angeles, San Francisco and Broward County, Fla., while others may be close to breaking out.

Bell said that if AOL succeeds, cable's high-speed Internet push will grind to a halt. "What really happens with open access is a serious deflation of the willingness of all parties to invest in infrastructure buildout," he said. "If you don't know what the rules are, you can't get a return on investment."

Jermoluk doesn't have much of a backup plan if Excite@Home does lose its exclusive access to cable operators' networks. Explaining how it would affect the company if AOL wins the access fight, he said, "The next stages you go into are an unknown number of years where you try to develop some technology that would allow it and try to figure out what a business model is of how people can charge for it."

Jermoluk said that @Home's absorption of search engine site Excite Inc. is going smoothly, insisting there are no indigestion pains. He attributed that partly to his decision to put former Excite CEO George Bell fully in charge of completely combining the companies' operations. Initially, Jermoluk had anticipated dividing the operations into a communications unit composed of the @Home high-speed data service and a media unit, primarily Excite's Internet portal.

But Jermoluk decided in midstream to put Bell fully in charge of operating both halves of the business, leaving Jermoluk to work more on strategy and dealmaking.

Bell said that one of the company's major tasks is to develop special content or ally with developers dreaming up products that take advantage of @Home's bandwidth to get into consumers' homes. "The power has to be proprietary content," Bell said. "People don't watch distribution."

That's particularly important because Jermoluk acknowledged that access will become an ever smaller portion of the company's revenues. Retail prices will be pushed down by competition

from telephone companies offering high-speed digital subscriber lines. Other competitors include DirecTV, in which AOL is investing \$1.5 billion to help fund the DBS service's high-speed satellite data products.

Half @Home's revenues currently come from subscriptions, half from online media. Even though he predicts rapid growth in the access business, media will provide a much higher proportion of revenues, Jermoluk said. Today, @Home charges consumers \$30-\$40 per month. Competition will inevitably slice retail prices, he added.

At the same time, he belittled plans by local telephone companies to offer

digital subscriber lines. "So far what you've seen on DSL is investment in a lot of press releases," Jermoluk contended, adding that "all of the investment being done right now is cable. The cable [industry] has a \$4 billion investment" in plant upgrades.

Bell contended that's one key reason the FCC balked over the access issue. While AOL argues that many competitors are needed on cable's pipe, not just @Home or Time Warner Inc.'s Road Runner, Bell countered that it is the cable operators' push that has spurred other high-speed efforts. "The RBOCS have been very sleepy about high-speed," Bell said. "What woke them up? Cable." ■



CABLE'S TOP 25

PEOPLE'S CHOICE

'Judgment Day: The Ellie Nesler Story,' USA's based-on-a-true-story drama starring Christine Lahti, was last week's highest-rated movie. It ranked No. 6 with a 4 rating.

Following are the top 25 basic cable programs for the week of June 21-28, ranked by rating. Cable rating is coverage area within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	Rating U.S.	HHs (000)	Cable Share
1	WWF Wrestling	USA	Mon	10:00P	65	6.1	4.6	4611	9.7
2	WWF Wrestling	USA	Mon	9:00P	60	5.9	4.5	4445	9.3
3	NASCAR/Save Mart...	ESPN	Sun	4:39P	201	4.5	3.4	3423	10
3	Real World VIII	MTV	Tue	10:00P	30	4.5	3.2	3202	7.2
5	WWF Wrestling	USA	Sun	7:00P	60	4.1	3.2	3132	8
6	Movie: 'Judgment Day....'	USA	Wed	8:59P	121	4	3	3031	6.5
7	WCW Thunder	TBS	Thu	9:05P	66	3.8	3	2949	6.7
8	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.6	2.7	2695	6.3
9	Movie: 'The Morrison...'	USA	Tue	9:00P	120	3.2	2.5	2452	5.4
9	South Park	CMDY	Wed	10:00P	30	3.2	1.9	1873	5.2
11	WCW Monday Nitro Live!	TNT	Mon	10:00P	60	3.1	2.4	2377	5
12	Rugrats	NICK	Sun	10:00A	30	3	2.3	2237	9.6
13	Franklin	NICK	Mon	12:00P	30	2.9	2.2	2158	8.9
13	Movie: 'A Woman Scorned'	LIF	Sun	4:00P	120	2.9	2.1	2104	6.8
15	Franklin	NICK	Mon	1:30P	30	2.8	2.1	2081	8.1
15	Franklin	NICK	Mon	9:30A	30	2.8	2.1	2079	10.6
15	Final Appeal	LIF	Sun	2:00P	120	2.8	2.1	2044	7.3
18	WCW Thunder	TBS	Thu	8:05P	60	2.7	2.1	2082	5.4
18	Movie: 'Coming To America'	USA	Fri	11:00P	150	2.7	2	2028	6.8
18	Hey Arnold	NICK	Wed	8:30P	30	2.7	2	2027	4.8
18	Franklin	NICK	Mon	11:30A	30	2.7	2	1985	9
18	Adam Sandler Movie Special	MTV	Mon	10:30P	30	2.7	1.9	1901	4.4
23	Movie: 'Striking Distance'	USA	Sun	5:00P	120	2.6	2	1992	5.8
23	Franklin	NICK	Mon	1:00P	30	2.6	2	1959	7.5
23	MLB/Dodgers/Giants	ESPN	Sun	8:00P	227	2.6	2	1953	4.6
23	Movie: 'Witness'	TNT	Sun	8:00P	150	2.6	2	1943	4.4
23	Movie: 'Coming To America'	USA	Sat	4:30P	150	2.6	2	1942	6.7
23	Franklin	NICK	Thu	10:30A	30	2.6	2	1939	9.7
23	Rugrats	NICK	Wed	7:30P	30	2.6	1.9	1936	5.2
23	Doug	NICK	Mon	2:30P	30	2.6	1.9	1936	8.1
23	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	2.6	1.9	1929	4
23	Rugrats	NICK	Fri	7:30P	30	2.6	1.9	1923	5.8
23	Hey Arnold	NICK	Sun	10:30A	30	2.6	1.9	1918	8
23	Movie: 'Her Final Fury'	LIF	Sun	6:00P	120	2.6	1.9	1914	5.2
23	Franklin	NICK	Mon	11:00A	30	2.6	1.9	1908	9
23	The Man Show	CMDY	Wed	10:30P	30	2.6	1.6	1552	4.6

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America's Cup goes digital

New transmission gear should guarantee cleaner signals, offer animation of racecourse

By Glen Dickson

For its coverage of the 2000 America's Cup, ESPN will rely on new transmission technology to retrieve video, audio and data from the Hauraki Gulf racecourse off Auckland, New Zealand.

Host broadcaster TVNZ, which will provide ESPN with live coverage of the sailing competition to be supplemented by ESPN commentary, will use digital COFDM microwave systems to transmit video from camera boats and on-board yacht cams back to the International Broadcast Center in New Zealand. The COFDM technology will replace analog microwave systems previously used in America's Cup broadcasts that required helicopters to serve as signal repeaters.

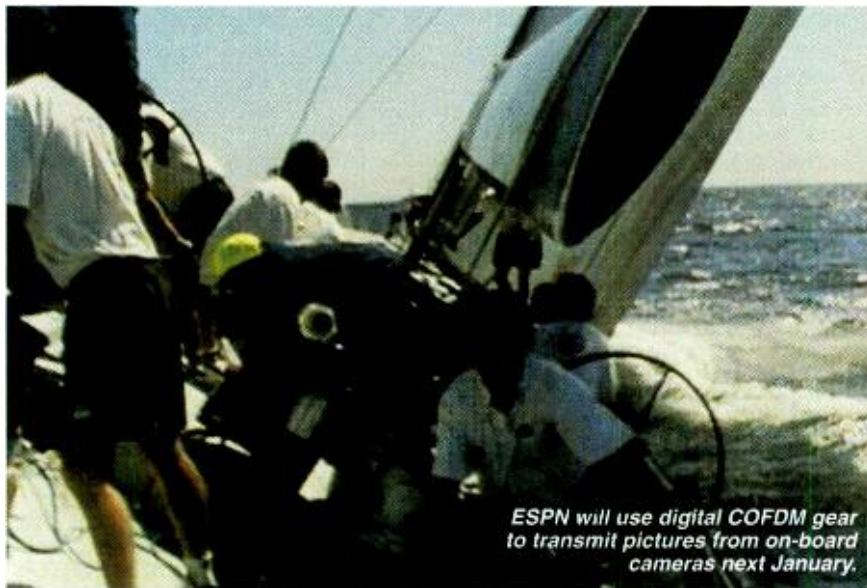
"The quality should be improved, one would assume, because it's digital," says ESPN Executive Producer Geoff Mason. "Secondly, it obviates the need for the helicopter relay platform. That can really help you in things like fog."

"In the last Cup [in 1995 off San Diego], the day *One Australia* sank was a lousy day and we didn't have a live camera on the racecourse because the helicopter couldn't see the camera boat." (ESPN wound up using taped footage of the 75-foot yacht sinking.)

ESPN will also use a new method to transmit telemetry data that drives its SailTrack animation, a computer-generated model that shows where the boats stand on the racecourse. ESPN has used satellite-generated Global Positioning Data (GPS) to feed SailTrack in the past. But in New Zealand, the sports network will rely on a cellular system developed by Telecom New Zealand and cell-phone manufacturer Ericsson to send telemetry data back to shore.

"The cellular technology should be a step forward," says Mason. "It will perhaps be more reliable and provide more flexibility of usage."

Mason says audio will continue to be a big focus for America's Cup coverage, with an "aggressive placement of microphones" on yachts, including lavalier



ESPN will use digital COFDM gear to transmit pictures from on-board cameras next January.

microphones worn by the sailors.

"We want to get inside the boats strategically and emotionally more so than ever before," says Mason. "In sailing, you're in the unique position to have the athlete tell us what they're doing as they're doing it. There are not too many sports where you can get this much inside the performance component."

In a new twist for Cup coverage,

Mason says race officials have agreed to provide audio explanations of penalty rulings made by the on-the-water jury. "It will give us the ability to get into their thinking on why they did or did not rule," he says. "That's a dramatic step forward. Heretofore, it's been [ESPN commentator] Gary Jobson's best guess. Now we'll hear it from the horse's mouth." ■

Harris UniCoder scores first sale

CBS O&Os in Boston, Chicago and Detroit buy new encoder for HDTV programming in the 1080i format

By Karen Anderson

Three CBS owned-and-operated stations have purchased Harris Broadcast's new UniCoder encoder to transmit HDTV programming in the 1080i format. The CBS sale marks Harris' first sale of the new encoder.

Harris unveiled the UniCoder encoder at NAB '99 in April. It's a single-channel encoder available in standard-definition

and high-definition versions. The two-rack-unit UniCoder HD can support one channel of HDTV programming in 1080i, 720p or 480p formats.

WBZ-TV Boston is using the encoder in conjunction with a Faroudja upconverter to broadcast a simulcast of its regular NTSC programming schedule in 1080i HDTV. Since mid-May, the station has been broadcasting low power DTV at 4kw on its digital ch. 30 through a Harris

Ultra transmitter and plans to begin broadcasting at full power before Nov. 1.

"It has been working absolutely flawlessly," says WBZ-TV Chief Engineer Bob Hess, who said the UniCoder cost the station "well under \$200,000."

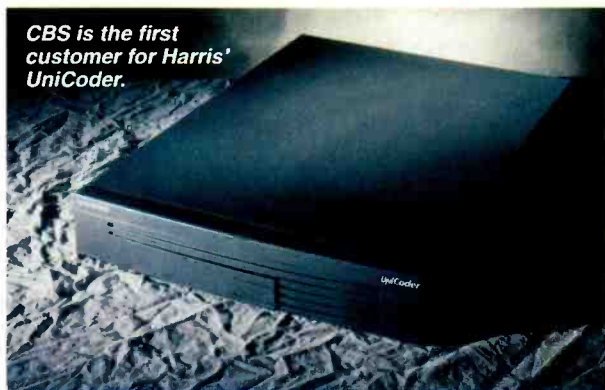
Hess says WBZ purchased the encoder on the recommendation of its parent company, CBS Stations Group. WWJ-TV Detroit and WBBM-TV Chicago have also opted for the Harris unit.

After looking at other major encoders, Hess says, "the nice thing is that [the UniCoder] is very small and

compact. Also it's the second-generation Harris/Lucent encoder; they learned a lot, as everybody does, by their mistakes. This box is performing very well."

The fact that Lucent has an office in Boston is a plus, Hess says. "Lucent has been very helpful in doing initial setup." ■

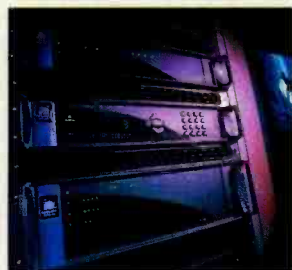
CBS is the first customer for Harris' UniCoder.



By Glen Dickson and Karen Anderson

EWTN puts faith in S-A's PowerVu

Religious cable network Eternal Word Television Network (EWTN) is buying a Scientific-Atlanta PowerVu digital satellite compression system to deliver programming to North American cable affiliates. EWTN's 2:6 PowerVu Plus system will initially provide six channels of video programming and can be upgraded to support 10 channels. EWTN cable affiliates can use a PowerVu integrated



EWTN will use Scientific-Atlanta's PowerVu system to distribute programming.

receiver/decoder to convert the digital signal to analog, or purchase a PowerVu Plus Multiple Decryption Receiver (MDR) to send the EWTN programming along as part of a digital multiplex.

Sony ships \$1,599 DTV set-top

Sony is now shipping a digital television receiver/decoder, the DTR-HD1, that will receive and downconvert DTV signals for viewing on analog television sets. The \$1,599 set-top will also output 1080i signals for front-projection systems capable of displaying HDTV. The DTR-HD1 outputs all HDTV inputs (1080p, 1080i, 720p) and SDTV inputs (480p) as 1080i and 480i, respectively, and includes an optical digital output for Dolby Digital 5.1-channel audio.

Pinnacle to buy HP video server division

In a move to broaden its product line, video graphics manufacturer Pinnacle Systems is buying Hewlett-Packard's broadcast video server business. Since 1986, Mountain View, Calif.-based Pinnacle has built its business on video graphics. It introduced its first video servers at NAB '99—the Thunder broadcast server and the iThunder Internet server. According to last week's agreement, Pinnacle Systems

will pay about \$40 million for most assets of HP's Video Communications Division, including the MediaStream server family and all intellectual properties. One-third of the final purchase price will be paid in cash; the remaining two-thirds will be paid in Pinnacle Systems common stock. The transaction is expected to close in early August, contingent upon regulatory approval.

Deal doubts for CJDS owner Big Flower

Automation software provider Columbine JDS says it supports the \$1.9 billion management-led buyout of its parent company, Big Flower Holdings Inc., although the deal has come up against some opposition. "It will be business as usual and will have no effect on our day-to-day operations," says Columbine JDS Executive Vice President of Sales and Marketing Mike Oldham. "We view this [buyout] as very positive news. This will support our growth strategy." New York-based Big Flower, which reported \$1.73 billion in sales last

year, announced last Tuesday that investment firms headed by Thomas H. Lee and former U.S. Deputy Treasury Secretary Roger Altman agreed to back a buyout of the company. Under the agreement, Big Flower shareholders would receive \$30 in cash and \$5.25 in preferred stock for each share they hold. Shareholders would also receive warrants to allow them as a group to purchase a 5% stake in the New York-based company after the buyout. But now the deal is in question. At press time a shareholder, Robert Rosetti, filed a suit against Big Flower and its board chairman Theodore Ammon seeking to stop the transaction, alleging that company executives agreed to the buyout to benefit themselves.

Canal Plus taps AP's ENPS

French pay-TV firm Canal Plus has selected the Associated Press's Electronic News Production System (ENPS) for the new all-news channel it plans to launch this November. The AP newsroom computer system will be used in all of the news channel's newsrooms and will also link Canal Plus' main Paris facility with all regional sites.

Fox.com back with bells

News Corp. embraces new media ranging from broadband Internet to datacasting

By Richard Tedesco

From broadband Internet field testing to developing a data-broadcasting service, News Corp. is getting serious about the new media business.

There's even a new entertainment site under consideration, according to sources.

It's all part of a relaunching effort pegged to Fox.com, coming this fall from News America Digital Publishing, News Corp.'s digital media unit. Sources say Fox.com will be recast, with communities built around popular Fox shows.

Nonetheless, News Corp. doesn't want it cast as a new entertainment portal.

"People are spending a lot of money on that stuff," says James Murdoch, NADP president, citing the cost of striking deals and operating portal businesses. "I don't think they are as simple as some people think they are. Ultimately, digital connectivity transforms the way our overall business works. It's a fundamental shift for media in general."

For its part, NADP anticipates striking deals to set up a data broadcast service in the next several months, according to Murdoch, who sees strong potential for a pact with European satellite cousin BSkyB, among others.

"The concept of 'always on,' just like cable, is going to be tremendous."

One NADP prototype shows graphics and music dissolving into a full-screen display of the day's top news stories. Scrolling through headlines brings up a video image of each story in a central window on-screen. Menus of related content come up on-screen when a story is selected.

Another prototype featuring Fox Sports as a broadband service shows a full-screen head-and-shoulders shot of San Antonio Spurs center David Robinson—a front page not suitable for low-speed Net access. Enriched video would distinguish the broadband offering, with more than 40 news and sports stories available for streaming



Fox Sports will present viewers with such options as viewing up to four animated, real-time Major League Baseball games simultaneously.

from Fox's cable news and sports and Fox broadcast affiliates.

"We view broadband as a different platform. Broadband is not the Web," says Jordan Kurzweil, NADP vice president of product development.

Broadband could also enable a different business model. While most content will remain freely accessible, NADP expects to build tiers of personalized content over broadband pipes for what Kurzweil called "minimal" subscription fees. The theory is sports fans would pay for services such as fantasy-league stats updated and downloaded to the fantasy player daily.

But the key tactic, according to Kurzweil, is developing places to embed interactive advertising in its broadband content.

News Corp.'s internal prototype for interactive TV shows viewers a pop-up

menu of options during a live baseball game for accessing stats and other information in a window on the TV screen. Options include alternate camera angles: the Catcher-Cam view popularized on Fox Sports and ESPN baseball, and views above and behind home plate.

Meanwhile, News Corp. has a deal in place with Road Runner and sees the broadband pipeline dramatically boosting content-development opportunities.

"From a development point of view," says Murdoch, "there's plenty of bandwidth to develop for. It's a matter of duking it out with your content."

Half of News Corp.'s online development emphasis currently is on sports and news, says Kurzweil, who adds that Fox News' new FoxWatch feature will provide PC users an "immersive" news experience of breaking news through video, text, photos and graphics. Links to raw footage from news services in locales such as Kosovo will lend online depth to developing stories. "We're literally taking you to the scene," he notes.

At Fox Sports, the aim is to take fans to virtual ballgames with a GameTracker, which lets PC users follow real-time animations of up to four Major League Baseball games in progress. GameTracker archives the action, enabling animated replays of any inning or at-bat.

These are the kinds of "sticky" applications that will keep Net surfers coming back, and perhaps paying, according to Kurzweil. Fox Sports already claims 60 million page views monthly—indicating a loyal audience for its sports product.

"The content is there; it's just a matter of distributing it," says Bruce Leichtman, digital media analyst for Boston-based Yankee Group. "It's a question of coming up with a value proposition."

Advertising support is broadening, according to Matt Jacobson, NADP executive vice president, who counts Ford, Johnson & Johnson, Pfizer and E*Trade among the recent additions to the list.

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THIS WEEK'S MAGAZINE



UPN may reduce programming. Sinclair Broadcasting President, Barry Baker says that UPN has privately admitted its error in going to five nights this season before getting its first three nights firing on all cylinders. Baker told a gathering yesterday at the Paine Webber Media Conference in New York that he wouldn't be surprised if the network - which is down 30%-40% in the ratings this season - cut back by a night or two to shore up its schedule. Sinclair operates seven UPN affiliates.



Speaker-elect speaks out on LMA. House Speaker-elect Bob Livingston (R-Va.) has signed a letter telling the FCC to drop a proposal that would eliminate local TV marketing agreements (LMAs) because it is contrary to the 1996 telecommunications Act. "Most broadcasters who invested the time, money and resources in LMAs will face financial hardship if forced to walk away from their investments," the letter says. "This is a harsh message to send to broadcasters who now face the multi billion dollar challenge of absorbing the infrastructure costs in the transition to digital television."



AT&T waits on Time Warner. Cable operators being wooed by AT&T to cut telephone joint ventures are waiting for Time Warner Cable to do its deal first. At least that's what cable executives were saying in the hallways of the Paine Webber, Inc. annual media investment conference in New York, Tuesday. Even after buying Tele-Communications Inc., AT&T needs to line up other MSOs as telephone affiliates to fully execute its strategy of finding a way around the Baby Bells' monopoly of funneling long distance calls to the home.

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RADIO

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We offer a competitive salary and comprehensive benefits package. Please submit your resume via e-mail: hmy-prx@cahners.com or fax: (212) 463-6455. As an equal opportunity employer, Cahners provides a work environment free from all forms of discrimination. This commitment to a diverse workforce is the source of our strength.

General Sales Manager: WLTX-TV, the Gannett CBS affiliate in sunny Columbia, SC, is searching for a General Sales Manager to join our creative management team. Responsibilities include directing sales efforts, training and developing account executives, supervising revenue and expense budgets, and providing direction to local and national reps. Must have excellent communication, presentation, and organizational skills, thorough knowledge of television time sales, including pricing, inventory control, and significant sales management experience. Send resume to Rich O'Dell, 6027 Devine Street, Columbia, SC, 29209. No phone calls please. EOE.

General Sales Manager: KIMT-TV a CBS affiliate with Spartan Communications is seeking a General Sales Manager with a positive, progressive attitude to lead a motivated sales staff into the next millennium. Management responsibilities include all local, regional and national sales. Send resume and references to: KIMT-TV3, Attn: Steve Martinson GM/VP, PO Box #620, Mason City, IA 50401. EOE, offer of employment is contingent upon passing a substance abuse test.

Local Sales Manager: One of the fastest growing top 30 markets in the southeast has an immediate opening for local sales manager. If you're a dynamic leader looking for growth opportunities with a group broadcaster, send us your information. We offer excellent benefits and compensation package. Reply to Box 01571. EOE.

HELP WANTED SALES

General Sales Manager: Dynamic and rapidly growing media group seeks a strong leader for an unusual opportunity. Waitt Broadcasting owned KMEG is in the midst of a major overhaul of facilities and programming, positioning the station for tremendous growth. A skilled and experienced sales professional will help take the station to a new level of excellence and success and enjoy working for a great company with great benefits. Resumes to: Rob Dean, General Manager, KMEG TV, 700 Floyd Boulevard, Sioux City, Iowa 51105. EOE.

HELP WANTED TECHNICAL

AMERICAN TOWER

CORPORATION

American Tower Corporation the leading owner and operator of broadcast towers in the United States is growing rapidly and seeks to make some key additions to its Broadcast Tower Group

Broadcast Construction and Operations Manager

Experienced broadcast-engineering professional to build and manage tall towers. This is a senior management role with extensive client contact.

Project Development Manager

Join the development team identifying sites and working with broadcaster to build tall towers. Sales and technical skills required.

Broadcast Tower Group Account Executive

Sales to senior level management at radio and television stations and group executives. Customer focused professional sales skills required.

Broadcasting Tower Group Technical Support Specialist

Provide support services to the development team. Must have RF engineering experience and the ability to prepare marketing presentations.

Please respond to:
American Tower Corporation
Broadcast Tower Group
20 Park Plaza, Suite 432
Boston, MA 02116
Fax: 617-948-2537

E-mail: jgoldthwaite@americantower.com
American Tower Corporation is an equal opportunity employer

Assistant Chief Technologist: KNPB/Channel 5, No. Nevada's Public Television Station, seeks an assistant chief technologist who will play a critical role in the conversion to digital broadcasting technology. The range of tasks is great and requires significant television engineering experience. For a more detailed description check our web site at www.knpb.org. Channel 5 is an EOE employer.

HELP WANTED TECHNICAL

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website: keystoneint.com
We respond to all Employee & Employer Inquiries
Alan Cornish / Mark Kelly

Engineering/IS Maintenance Manager: Multi-Channel broadcast operation seeks qualified hands on Engineering/IS Maintenance Manager with at least three to five year's engineering management experience in a broadcast facility. This position reports to the Assistant Chief Engineer and is responsible for the day to day management of the technical and IS staff and equipment at the station. Candidate must have a solid electronics background with component level repair skills, including analog and digital equipment. Responsible for all studio, ENG, SNG, transmitter and IS equipment. Must be able to work independently and as a member of the team, be adaptable to changing priorities and schedules and be able to implement and manage a wide variety of special projects. Experience with CAD programs as applied to station technical documentation required. Qualified candidates please send resume to: Suzanne Council, Director of Human Resources, WLVI-TV, Dept. BC56, 75 Morrissey Blvd., Boston, MA 02125. Application Deadline: July 14, 1999. WLVI is a Tribune Broadcasting Company and EEO employer.

Chief Engineer, KETN - Kern Educational Telecommunications Network is a unique and highly successful operation that offers a full spectrum of services including broadcast television (PBS CP), radio, satellite network and production. We are seeking a hands-on Chief Engineer to plan and supervise the operation, maintenance and repair of TV facilities, transmitters, microwave, satellite uplink, ITFS, etc. Experience with digital video systems and DTV a plus. Licenses or certificates: FCC Commercial General Class Radiotelephone Operator's or FCC Restricted Radiotelephone Operator's permit; SBE desirable. BS degree in electrical engineering, plus four years experience in broadcast engineering; or eight years experience in broadcast engineering. One year supervisory experience. Salary \$4848-\$5875 per month. Maximum entry level \$5337. Filing deadline 8/9/99. To request an application, contact Personnel Services, Kern County Supt. of Schools, 1300 17th St., Bakersfield, CA 93301; phone (661) 636-4747. EOE.

HELP WANTED NEWS

Sports Reporter/Producer: CBS affiliate in the 31st market seeks an experienced sports reporter/sports producer. Will be responsible for reporting, writing and producing network quality packages. Must have a journalism degree and a minimum of 2 years experience in a smaller or similar-sized market. Frequent travel and weekend assignments. State-of-the-art shop with an all-AVID environment. Please rush resume and salary history to: Box 01570. EOE.

HELP WANTED NEWS

SBG

SINCLAIR BROADCAST GROUP

SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and its top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

Baltimore-Corporate Office Director of Finance

Implement and manage corporate policies and procedures relevant to day to day financial and station operations while assisting the VP/Finance in evaluating and executing new strategic acquisitions and business strategies. Ideal candidate will have corporate and station broadcast financial management experience and possess 4-year degree in accounting/finance. MBA/CBA preferred but not required. Box #326

Dayton-WKEF/WRGT (NBC/FOX)

Human Resource Manager/Payroll
Immediate opening for an individual to manage our Human Resources Department which includes processing new hires, education on insurance and 401K as well as other company policies. Seeking individual with experience in processing payroll using Ceridian, AS400 and various other MS programs. Send resume. Box #327

Las Vegas-KVVW/KFBT (WB)

General Manager
Seeking a successful candidate who has strong leadership, financial and personnel management skills. A minimum of three to five years' experience in television Sales Management/General Management, knowledge of management of LMA property and successful record of accomplishment is preferred. Broadcast Management experience is required. Send resume. Box #328

Nashville-WZTV/WUXP (FOX/UPN)

Account Executive
Immediate openings for experienced Account Executives. A college degree in broadcasting, marketing, or a related field and at least 3 years in television sales experience preferred. We are looking for aggressive self-starters who know how to work agencies as well as develop new business. This is an excellent opportunity to work in the 30th market and get on board with great stations that are growing each year! The ideal candidate will possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Send resume. Box #329

Nashville-WZTV/WUXP (FOX/UPN)

Research Director
Must have experience in Sales marketing including collecting and analyzing data, preparing written and graphic presentations and coordinating special marketing projects. Position requires extensive knowledge of computer techniques and methodology. Bachelors degree in Marketing or Public Relations preferred, or equivalent experience. Send resume. Box #330

Pittsburgh WPGH (FOX/WB)

Weekend Producer
Seeking an individual with strong news judgement, writing and production skills. Newsroom leadership is a must. Will oversee entire editorial and prod elements of the 10 O'clock news. Broadcast Journalism degree. Prefer 2 years experience in TV news producing. Send resume. Box #331

Pittsburgh WPGH (FOX/WB)

Maintenance Engineer
Routine maintenance and repair of DVC, MII, and 1" video tape, computer maintenance, assist in design and installation of new systems, transmitter maintenance. Associates Degree in Electrical Engineering, FCC General Class or SBE Broadcast Engineering Certificate. Five to seven years experience in TV studio and transmitter maintenance. Digital facilities experience a plus. Send resume. Box #332

Portland, ME - WGME (CBS)

Business Manager
Seeking a Business Manager whom will serve as Department Head of the accounting/finance function and liaison with the corporate finance division. This position is responsible for all accounting and financial reporting including general ledger, accounts payable and receivable, credit and collections, payroll, budgeting, and other related skills. CPA and/or MFA a plus. Send cover letter and resume. Box #333

San Antonio - KABB/KRRT (FOX/WB)

Weekend Meteorologist & Reporter
Candidates must have a minimum of 3 years on-air experience. We are looking for someone who will anchor our weekend weathercasts & report 3 days per week. You must love doing live shots & know how to write to video. AMS or NWA seal preferred. Send resume. Box #334

Springfield, MA - WGGB (ABC)

Business Manager
Successful candidate will possess 4-year accounting degree, strong communication skills and previous financial media experience. Send resume. Box #335.

Mail your resume in confidence immediately to:
Broadcasting & Cable, 245 W. 17th Street,
NY, NY 10011, Attn: Job # _____

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HELP WANTED NEWS

News Executive Producer: WSOC-TV is looking for a creative leader who knows News and loves to win. We are a demanding number one shop with very high expectations...if you are an experienced Senior producer, or are already in the management ranks but looking to grow, then please contact us right away. In addition to directing editorial content of the shows, you'll be responsible for crews, copy editing, and high production values. You must be able to grasp "the big picture" as well as solve little problems quickly and efficiently. If you're interested send tape and resume to: Vicki Montet, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Meteorologist: WSOC-TV is in the market for that weather storyteller who understands technology and how to make it mean something to the viewer. If you love it when the weather is the lead story, are a strong communicator who can do local local local, we want to hear from you. You must have an AMS seal and at least 3 years on-air experience. No beginners and no phone calls please. Send tape and resume to: Vicki Montet, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

KRDO TV 13 is hiring a FT News Photog. College degree in TV News or Production, knowledge of camera operation, video tape equip. & editing tech. req. ENG truck setup and operation a +. Send resume & non-returnable tape to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EOE.

Bureau Reporter: Experience required. WSOC-TV is looking for a multi-talented storyteller to run one of our bureaus. This person is responsible for making contacts and generating story ideas from this area of our market. This person should be able to shoot & edit as well as deliver on-camera. If you can do the job, please contact Robin Whitmeyer, Senior Executive Producer News and Special Projects, WSOC-TV, Dept. 95, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

General Assignment Reporter: CBS-58 News seeks an experienced general assignment reporter. Ideal candidate must be a self-starter who possesses strong writing skills, an inherent level of curiosity and an interest in the events around them. Journalism degree required. Experience in non-linear editing preferred but not required. CBS-58 is an all AVID news room. No phone calls please. Rush resume and salary history as well as a non-returnable tape to: WDJT-TV, HR, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

Producer/Director: CBS-58 News seeks an experienced director to call fast paced news broadcasts. Will be responsible to lead and direct crews in studio and show production plus contribute to create process in pre-production. Must have good communication skills, function well under pressure and be self-motivated. CBS-58 is an all-AVID newsroom operation. Please rush resume and salary history as well as a non-returnable tape and director's track to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

Producer: CBS-58 News seeks an experienced line producer who has vision, strong writing and organizational skills, can exhibit sound news judgment, be able to research and gather information, and be highly creative. If you are a hands-on individual who can take charge to produce a daily fast-paced newscast and have the ability to think "out of the tank" and "look beyond", please rush resume and salary history to: WDJT-TV, HR, 809 S. 60th Street, Milwaukee, WI 53214. EOE.



FEATURE REPORTER for GOOD DAY ATLANTA

FOX5 is looking for a "Road Warrior" for its highly rated morning show. Reporter will prepare and deliver on-air, live feature reports; interview subjects of news stories in the field live and on tape; maintain contacts with news feature sources and cultivate new sources; integrate graphics, video tape with audio tracks to produce news story packages for broadcast on newscasts and special news programming; research and develop stories and story ideas for future use; assume responsibility for final content and presentation of news feature reports on the air. Must have at least 2 years experience as a news reporter for a commercial television station. College degree preferred.

MARKETING COORDINATOR

FOX5 is looking for a Marketing Coordinator who will help concept, coordinate and execute program-driven sales promotions with radio stations and possible third party sponsors. Must be able to work closely and effectively with Programming, Promotion, and Sales, as well as station clients in creating, producing and managing special events, sales presentations or any other activity. Marketing/advertising or related degree required. Two years sales promotion/marketing experience. Radio sales promotion experience a plus. Excellent writing, communication and producing skills for special sales promotion and marketing events. Must demonstrate ability to produce sales promotional tapes and marketing presentations on videotape. Must be able to work on many different projects at once while maintaining and meeting all deadlines.

ASSISTANT DESIGN DIRECTOR

The #1 FOX station is looking for a highly creative, motivated Assistant Design Director to join our award winning Creative Services team. Candidate must have 2 years minimum in news broadcast design, experience with Chyron Liberty or similar paint system, Photoshop, Illustrator, AfterEffects and 5 years in graphic design field. 3D and computer maintenance is a definite plus. Must have strong typographic skills, ability to manage projects, collaborate with Design Director and others managers on a variety of projects. Above all, must have desire to produce killer news, promotion, sports and entertainment graphics for the most outstanding, dynamic design group in the business. If you are up for the challenge, send reel and non-returnable print samples.

To apply: send resume and tape (if applicable) to
Human Resources/WAGA-TV, 1551 Briarcliff Rd., Atlanta, GA 30306.
No phone calls. EOE

Assignment Editor: WSOC-TV is looking for an aggressive and experienced assignment editor. We are Charlotte's news leader! We are Charlotte's news leader, and we need a leader in the newsroom. You must be organized, be able to manage daily crews and spot news, and plan future assignments. Newsroom computer systems experience a plus. Minimum experience 2 years. Send resume to: Robin Whitmeyer, Senior Executive Producer News & Special Projects, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

What we want is off the cuff (or off the wall), occasionally irreverent, frequently unpredictable, non-stop attention-getter. Can you believe this is an ad for someone to do weather? ACME Television is looking for an outstanding on-air personality who will double as primary TV station spokesperson in Rocky Mountain Top-50 market. Meteorologist preferred, not necessary. Computer literacy a must, sanity optional. EOE-women, minorities and Vietnam veterans encouraged to apply. Send resume, aircheck, and list of 5 favorite Pauly Shore movies to: ACME Weather c/o ACME Television, 10829 Olive Blvd. Suite 202, St. Louis, MO 63141.

Assistant News Director: Saavy, aggressive, experienced news hound responsible for daily operation of #1 Newsroom. KOAT, a Hearst-Argyle Station in the 48th market, is looking for a dynamic #2 to take charge of editorial & presentation of 5 daily newscasts & a top notch staff. Satellite truck, helicopter, 6 remote bureaus & all the tools. Minimum 2 years news management experience. College degree, news computer & computer assisted news gathering experience preferred. Great people skills & references to back that claim up, required. Resume, salary requirements & references along with a cover letter stating where you found out about this job to: Pahl Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd. NE, Albuquerque, New Mexico 87107 <No Phone Calls> Drug Free Workplace. *KOAT-TV is an Equal Opportunity Employer*

Anchor/Reporter - Immediate Opening: The Hearst station in Greenville, South Carolina is searching for a *Morning Weekend Anchor/Reporter*. College degree and one year of experience required. Send resume/tape to WYFF-TV, Human Resources Manager, 505 Rutherford Street, Greenville, South Carolina 29609. Equal Opportunity Employer.

HELP WANTED NEWS

Reporters.....Dominant station in Traverse City/Cadillac (#118) market looking for strong story tellers. You will work alongside talented, N.P.P.A. Photojournalists. We have three live trucks, including a digital satellite truck. Required, minimum of one year experience at commercial station. No calls, please. Send tape and resume to Jon-Michial Carter, Vice-President News/Operations, WWTW, Box 627, Cadillac, Michigan 49601.

Anchor/Reporter: WSOC-TV is looking for a weekend morning anchor who wants to grow with the number one station in Charlotte. We're looking for an energetic player who enjoys the street as much as the anchor desk. Previous full time anchoring experience. No beginners. Send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

Reporter: Two years experience in reporting. Capable of dealing with live breaking news situations. Must have excellent writing skills, and be able to tell a story in a compelling manner. Send Resume and tape to Personnel, KFOR-TV, PO Box 14068, Oklahoma City, OK 73113. EOE.

Photographer/Editor: NBC O & O is looking for a self motivated person with at least 3 yrs of Broadcast experience to work in a fast paced newsroom. Must have live truck experience to join this award winning photojournalistic staff. Send resume (tape) to: Phil Schneid, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. EEO/AA.

KRDO TV 13 is hiring a FT Sports Reporter. College degree & min. 2 yrs. exp in sports reporting req. Must have good videography, writing & presentation skills. Send resume & non-returnable tape to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EOE.

Weekend Morning Producer: Ever wanted to have your own show? We need a Weekend Morning Producer to take the helm of one of Austin's most unique newscasts. You'll have time to plan, a dedicated crew, and a format that gives you a chance to show your creativity. To get the job, you must have line producing experience and proven news judgment. you must also have a college degree. We need a person who can work independently, plan ahead, and yet be able to throw out the plan and react when spot news happens. If you think you qualify, please send your resume, a tape of one of your newscasts, and your news philosophy to: John L. Thomas, Executive Producer, KXAN-TV, 908 W. MLK Blvd., Austin, Texas 78701. KXAN is an Equal Opportunity Employer. No phone calls please!

TV RESUME TAPE

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, tape critiques. Great track record. 847-272-2917.

HELP WANTED PROMOTION

Promotion Writer/Producer: Be part of the Paramount Stations Group. WTOG-TV in Tampa seeks an incredibly creative on-air promotion producer with strong writing and non-linear editing skills. Experience with image, contest, movie and generic promotion preferred. Send resume and best work to: WTOG-TV, Attn: Promotion Department, 365 105th Terrace N.E., St. Petersburg, FL 33716. No phone calls please.

HELP WANTED PROMOTION

Promotion Manager: Aggressive NBC affiliate in Flint/Saginaw/Bay City, Michigan, seeks a creative leader to take a growing station even higher. Qualifications include extensive experience in writing and producing on-air promos, particularly news image and topicals. Non-liner editing experience a plus. Responsibilities include overall station look, managing station events, publicity, public service, and external advertising. Great opportunity to join a leading television group. Send resume and tape to: Sharon Quackenbush, EEO Officer, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI 48420. EOE. M/F. No phone calls please.

HELP WANTED MARKETING

Marketing Manager in Miami Florida! WFOR (CBS O&O) has a Marketing manager position available. This person will be responsible for all aspects of Marketing, Sales promotion, Corporate Sponsorships and Special Events for the Sales Department. Must have strong work ethic, high energy and the ability to create promotional programs. Excellent communication skills and extensive experience in dealing with clients and agencies is a must. If you want to be part of a winning team please send resume. Contact: Human Relations, Fax: 305-639-4448, E-mail: jacobs@wfor.cbs.com M/F EOE.

HELP WANTED PRODUCTION

Two Production Managers needed by leading Christian broadcasting Network. Able to do: live and tape, studio and remote, from pre to post production. Send resume and tape to: Tri-State Christian TV, Inc., PO Box 1010, Marion, IL 62959. An EEO employer.

HELP WANTED MANAGEMENT

Martha Stewart Living Omnimedia is an int'l, multimedia company. We're seeking qualified candidates for the following. **TV Associate Business Manager** - Works closely w/TV Executive Dept. on all business-related functions for MSLO's TV activities; responsible for revenue projections, strategic planning and various business development projects; manages all financial aspects around TV sales revenue incl. billing, A/R & monthly reporting. Req: 3-to-4 yrs exp. media finance or consulting w/a focus on media; quantitative BA, MBA preferred; excellent quantitative & interpersonal skills & high level of self initiative. **TV Advertising Manager** - Supports TV Ad Sales in pricing & tracking commercial inventory; develops sales proposals, budgets & up front planning strategies; manages & administers all TV-related contracts & performs other analyses as needed. Must be able to trouble shoot in scheduling conflicts & other high-pressure situations. Req: BA w/ at least 2 yrs in TV advertising at an agency or network; excellent interpersonal skills & ability to interact w/all levels; strong quantitative & computer proficiency. Please e-mail resume to schee@marthastewart.com or fax: 212-827-8251 Attn: Stephanie Chee. No Phone Calls. EOE. Martha Stewart Living Omnimedia, LLC.

HELP WANTED CREATIVE SERVICES

Director of Business Management: Manhattan-based creative services company. The position reports to the President and is responsible for supervising, maintaining and developing cost accounting and controls, as well as liaising with the various creative and production departments to provide meaningful reporting systems. Supervise a small staff in a positive, creative and highly collaborative environment. Please fax resume to 212-647-8171.

HELP WANTED CREATIVE SERVICES

TRIBUNE
BROADCASTING

KSWB 5/69, San Diego's Award Winning Warner Bros. affiliate, has a rare opportunity to live, work and be artistic in America's Finest City! We're seeking the following exceptional person to join our Creative Services team:

Art Director: Highly skilled individual with distinctive and compelling broadcast and print design sense is needed to help guide all aspects of station creative. We're updating our entire on-air presentation, adding news and expanding the WB-this is your chance to make an impact! Reporting to the director of creative services, you will shape the design of station's on-air presentation, news, promotion, outside media and website, working with a talented team of designers. Must be highly proficient with Adobe After Effects, PhotoShop, Illustrator, Electric Image, SGI, Maya and Quantel graphics systems. Creative vision, organization, a sense of urgency and a winning team attitude are essential, as is a college degree and 3-5 years recent broadcast television experience.

Are you ready for a once in a lifetime opportunity? Send resume and non-returnable VHS tape to: **Will Givens, Creative Services Director, KSWB 5/69, 7191 Engineer Rd., San Diego, CA 92111. Refer to Ad BCAD-07.** KSWB is a Tribune subsidiary and an equal opportunity employer. Women and minorities encouraged to apply. No beginners, telephone calls or emails please.

HELP WANTED RESEARCH

**MARKET
RESEARCH
ANALYST**

FOX News Channel seeks a Market Research Analyst to join our staff and to provide analysis to Ad Sales and Affiliate Relations. You will work with a variety of research tools to acquire and analyze ratings and other data. You will also create presentations communicating FNC's competitive advantage.

Position requires Bachelor's degree and 2+ years experience in professional media research. Must have strong organizational, analytical, and communication skills. Working knowledge of Windows-based software (MS Word, Excel, Power Point), Nielsen ratings, and on-line systems required. Familiarity with other syndicated research providers (MRI/Simmons, Claritas) a plus.

We offer a competitive salary and an excellent benefits package. For immediate consideration, please fax your resume and salary requirements to:

212-301-8583

FOX News does not discriminate based upon race, religion, national origin, gender, union membership, disability or age.



CABLE

HELP WANTED RESERACH



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PROGRAM RESEARCH MANAGER

Enter the primetime of your career as you work alongside CNBC Producers, Marketing and PR Departments to provide insight regarding the audience for our primetime programs. Your efforts will impact on the success of program scheduling, content decisions, new program development, marketing and media plans as well as PR efforts.

Your challenges will involve using Nielsen data, syndicated sources and proprietary research to help producers and the marketing staff to understand the relationship between our prime time audience and CNBC's business day programs, competitive cable offerings, NBC and other Network programs. Also involves completing program estimates and updating audience trends regarding projections.

To excel, you must have a Bachelor's degree, 5+ years' experience in research with a cable or broadcast network, TV Rep and/or a local TV station and solid knowledge of Nielsen methodology and software. Experience with proprietary research studies, MS Office Suite of products, i.e. Word, PowerPoint, Access, Excel, a background in math/statistics and effective communication skills are also essential.

Please send a resume to:

CNBC Employee Relations, T.T.
2200 Fletcher Avenue
Ft. Lee, NJ 07024
FAX: 201-346-2338
No phone calls please.

For more information on CNBC and its programming, visit the network's internet site at WWW.CNBC.COM

CNBC is an Equal Opportunity Employer. M/F/D/V.

Senior Analyst, Marketing Research

A&E Television Networks has an immediate opportunity for a Senior Marketing Research Analyst to support the A&E and History Channel Marketing and AETN Enterprise departments. This position reports to the Director of Marketing Research.

Responsibilities of this position include written analysis of various sources of secondary research, such as syndicated brand equity and marketing research studies, Media Metrix website ratings, Nielsen ratings and MRI data. Senior analyst will also be involved in design and analysis of proprietary AETN marketing research.

Qualified individuals must have a college degree and 2-3 years television research experience in a cable or broadcast network, advertising agency, rep or syndication firm. Candidates must be familiar with Nielsen data and systems and have strong computer skills. Excellent analytical and written communication skills are essential.

For immediate consideration, please forward OR fax your resume to:



A&E Television Networks
Attn: Human Resources Dept./MKTRES
235 East 45th Street
New York, NY 10017
FAX: (212) 907-9402
E-Mail: Recruiter@AETN.COM
NO PHONE CALLS PLEASE EOE M/F/D/V

HELP WANTED TECHNICAL



The Home and Garden Television Network, a fast growing cable network based in Knoxville and owned by The E.W. Scripps Company seeks qualified candidates for the following positions:

Network/Transmission Engineers

Minimum of 3 years experience in broadcast or network television engineering. Qualified candidates should be proficient in the areas of satellite uplink, downlink, digital, & analog transmission, video servers, and automation systems. Superior computer skills required. VideoCipher/DigiCipher experience a plus.

Master Control Operator

Individual with cart machine, video file server, switcher, automation and data archive storage experience. Must be familiar with satellite transmission principles and their application in a network environment. Background in a digital environment a plus.

HGTV offers a comprehensive salary and benefits package. Qualified candidates should send a confidential resume with salary requirements to:

HGTV Human Resources
P.O. Box 50970, Knoxville, TN 37950
(No phone calls please)
Visit our website at: www.hgtv.com

The E.W. Scripps Company is an Equal Opportunity Employer providing a drug free workplace through pre-employment screening.

HELP WANTED NEWS

Associate Producer: Responsibilities include but not limited to producing news updates, writing anchor scripts on the news of the day, coordinating editing and post-production needs. Journalism or related degree. 3 years experience writing and producing broadcast news in a major market. Must have excellent news judgement, understanding of graphics production, ability to handle extreme deadline pressure, willingness to learn cutting-edge production technology. Copyediting experience helpful. AvStar proficiency helpful. Qualified applicants send resume to Dave Willis, Managing Editor, CNN Headline News, One CNN Center, Box 105366, Atlanta, GA 30348; Fax: 404-827-1758.

Writer: Responsibilities include but not limited to writing anchor scripts on the national and international news of the day; screening video and graphics elements; researching, writing, and producing reporter-length stories (packages). Journalism or related degree. 3 years experience writing news for broadcast in a major market. Strong interest in national and international affairs. International background helpful. Producing and copy editing experience helpful. AvStar proficiency helpful. Qualified applicants send resume to Stacy Simon, Senior Editor, CNN Headline News, One CNN Center, Box 105366, Atlanta, GA 30348; Fax: 404-827-1758.

Anchor: Host lifestyle series for national cable network. Prior news reporting and/or anchoring experience. Some travel to major cities. Send non-returnable VHS tape and resume to Scott Deutschman, DTV, 34 W. West Street, Baltimore, MD 21230.

ALLIED FIELDS

HELP WANTED ASSISTANTSHIPS

Graduate assistantships available beginning Fall 1999 in both radio and TV leading to an M.A. in communication and preparing students for media-related careers, including college teaching. Stipend of \$6,600, paid health insurance, plus out-of-state tuition waiver. Admission requirements include bachelor's degree in a communication field, 2.8 GPA, and GRE exam. Interested persons should contact immediately Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-468-4001 (tel.), 409-468-1331 (fax), joliver@sfasu.edu (e-mail). Navigate our website at www.sfasu.edu/aas/comm/

EMPLOYMENT SERVICES

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-

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Ft. Myers, LPTV, built & on-air.....\$200K
Jacksonville AM, fulltime, cash flow, great signal.....\$925K
Ft. Pierce/Stuart/Vero AM fulltime, new equip.....\$950K
FM C3 Gulf Coast, great market, upgraded.....\$1.5M
AL/FL/GA 2X AM & 2FM Group.....\$1.9M
FL (Jax Market) C3, positive cash flow.....\$2.7M

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W08CM TV-8 Rockford, IL., 24-hr. low power television station (#2 TV ADI in IL) to be sold at Absolute Auction regardless of price, July 28, 1999, at 1:00PM. For bid and disclosure information contact Ted Curcuro, CAI, Auctioneer, (815) 777-1776 or 777-0075. Details at: www.oldnorthwestlandco.com

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\$2,500 to be awarded in each of eight categories

- **Best broadcast feature** or broadcast series useful to investors. Midwestern or national.
- **Best financial columnist** (submit 3 columns). This award goes to a Midwestern journalist writing for the daily, weekly or monthly press.
- **Best overall coverage** of news for the investor by a daily or weekly Midwestern news organization. This award goes to the editor of the news coverage. The month selected for submissions for the 1999 award is May. A selection of four editions of the entire business section or news magazine published in the month of May must be submitted.
- **Best spot news** on a personal finance topic affecting investors. This award goes to a Midwestern journalist writing for the daily press.
- **Best feature on a personal finance topic** affecting investors. This award goes to a Midwestern journalist writing for the daily, weekly, or monthly press.
- **Best general markets coverage** that helps investors understand the stock, bond or other financial markets. This award goes to a Midwestern journalist writing for the daily press.
- **Best profile** of a publicly traded Midwestern company that offers useful information for investors. This award goes to a Midwestern journalist working for the daily, weekly, or monthly press.
- **Best feature** on a personal finance topic affecting investors. This award goes to a journalist writing for the daily, weekly, or monthly press. Midwestern or national.

No charge to submit entries. To enter, submit an original and one copy to George Harmon, Northwestern University, Evanston, IL 60208. Attention: Medill/Strong Funds Awards. (847) 491-5661. Web products are eligible.

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Aug. 31-Sept. 3—National Association of Broadcasters Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

Sept. 27—Interface XIII. Ronald Reagan International Trade Center, Washington. Contact: Steve Labunski (212) 337-7158.

Sept. 29-Oct. 2—Radio-Television News Directors Association Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmani (202) 467-5200.

Oct. 12-14—Mid-America Cable Telecommunications Association Mid-America Show. Overland Park International Trade Center, Overland Park, Kan. Contact: Patty O'Connor, (785) 841-9241.

Oct. 26-28—1998 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommuni-**

cations Association. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

Nov. 8—9th annual Broadcasting and Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Dec. 14-17—The Western Show Conference and Exhibition presented by the **California Cable Television Association.** Los Angeles Convention Center. Contact: (510) 428-2225.

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 10-13, 2000—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

THIS WEEK

July 7-11—Unity 1999 Minority Journalists Convention. Seattle Hilton, Seattle. Contact: Sandra Michioku, (415) 346-2051.

July 10-16—Management development seminar presented by the **National Association of Broadcasters.** Northwestern University, Evanston, Ill. Contact: Jack Porter, (202) 775-2559.

JULY

July 12-14—11th annual Wireless Communications Association International convention. Ernest N. Morial Convention Center, New Orleans. Contact: Jenna Dahlgren, (202) 452-7823.

July 13-16—SMPTE '99 conference. Sydney Exhibition and Convention Centre, Sydney, Australia. Contact: Expertise Events, +612 9977 0888.

July 15—National Association of Television Program Executives Summer Insider Seminar. Tribune Entertainment, Hollywood, Calif. Contact: Kate Chester, (323) 965-1990.

July 18-21—CTAM Marketing Summit. San Francisco Marriott Hotel, San Francisco. Contact: (703) 549-4200.

July 19-21—SBCA '99, national satellite convention and exposition presented by the **Satellite Broadcasting and Communications Association.** Las Vegas Convention Center, Las Vegas. Contact: Jennifer Snyder, (703) 549-6990.

July 20—Women in Cable and Telecommunications Senior Women's Reception. Fairmont Hotel, San Francisco. Contact: Jim Flanagan, (312) 634-4230.

July 22-24—National Religious Broadcasters Southwestern Regional Convention. Dallas/Fort. Worth Marriott Hotel, Fort. Worth, Texas. Contact: Pat Simmons, (918) 747-9464.

July 23-25—Radio-Television News Directors Foundation Gearing up for the 2000 Elections Workshop. Chicago. Contact: Avni Patel, (202) 467-5215.

July 24—Television News Center Anchor Training. Reuters TV, Washington. Contact: Herb Brubaker, (301) 340-6160.

July 24-27—National Association of Broadcasters Executive Development Seminar for Radio Broadcasters. Georgetown University, Washington. Contact: Chris Suever, (202) 775-3511.

AUGUST

Aug. 4—HRTS Newsmaker Luncheon Kids Day. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Aug. 4-7—Association for Education in Journalism and Mass Communication/Association of Schools of Journalism and Mass Communication 82nd Annual Convention. Ernest N. Morial Convention Center, New Orleans. Contact: (803) 777-2005.

Aug. 18-21—American Women in Radio and

Television Annual Convention. The Drake Hotel, Chicago. Contact: (803) 777-2005.

Aug. 25-27—National Association of Broadcasters/ Latin America Annual Conference. Delano Hotel, Miami Beach, Fla. Contact: (202) 775-3527.

Aug. 31-Sept. 3—National Association of Broadcasters Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

SEPTEMBER

Sept. 8-10—Women in Cable and Telecommunications Executive Development Seminar. Hilton Hotel, Lovelan, Colo. Contact: Pamela Williams, (312) 634-2330.

Sept. 9—Television Bureau of Advertising 1999 Annual Forecasting Conference. Time Life Building, New York. Contact: (212) 486-1111.

Sept. 9-12—Michigan Association of Broadcasters Annual Conference. Mackinac Island Hotel, Mackinac Island, Mich. Contact: Mike Steger, (517) 484-7444.

Sept. 10-14—International Broadcasting Convention Annual Conference. Savoy House, Amsterdam, Netherlands. Contact: Hilary Robinson, 44-171-240-3839.

Sept. 15—HRTS Newsmaker Luncheon Network Entertainment Presidents. Universal Hilton Hotel, Los Angeles. Contact: (818) 789-1182.

Sept. 15-18—Radio-Television News Directors Association International Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Rick Osmani, (202) 467-5200.

Sept. 16-18—Tennessee Association of Broadcasters 52nd Annual Convention. Holiday Inn Choo-Choo, Chattanooga, Tenn. Contact: Jill Green, (615) 399-3791.

Sept. 16—SkyFORUMXII, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association** The Marriott Marquis Hotel, New York. Contact: Carrie Cole, (703) 549-6990.

Sept. 20-23—National Association of Broadcasters TV Hundred Plus Conference. Marriott Hotel, Nashville. Contact: Mike Steger, (202) 775-3527.

Sept. 20-Oct. 2—Radio-Television News Directors Association International Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Mike Steger, (202) 775-3527.

Sept. 26-28—National Religious Broadcasters Eastern Regional Conference. Sandy Cove Bible Conference Center, Baltimore. Contact: Bill Blount, (401) 737-0700.

Sept. 30—PricewaterhouseCoopers 1999 Global Convergence Summit. The Marriott Marquis Hotel, New York. Contact: Deborah Scruby (212) 259-4250.

Sept. 30-Oct. 2—National Religious Broadcasters Southeastern Regional Convention Stone

Mountain Inn, Stone Mountain, Ga. Contact: Regina McGraw (404) 728-6727.

OCTOBER

Oct. 3-5—National Religious Broadcasters Western Regional Convention Antlers Adam's Mark Hotel, Colorado Springs, Colo. Contact: Gary Curtis (818) 779-8400.

Oct. 4-6—Southern Cable Telecommunications Association Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 5-13—Telecom '99 8th world telecommunications exposition and forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 12-14—Atlantic Cable Show East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 13-14—Television Bureau of Advertising 7th Annual Research Conference. McGraw-Hill Conference Center, New York. Contact: (212) 486-1111.

Oct. 14-16—National Religious Broadcasters Midwestern Regional Conference. Lied Conference Center, Nebraska City, Neb. Contact: Martin Jones, (402) 464-6440.

Oct. 26-28—1998 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association.** Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

Oct. 28—HRTS Newsmaker Luncheon Jupiter Communications. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

NOVEMBER

Nov. 8—9th annual Broadcasting and Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 19-20—Society of Motion Picture and Television Engineers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

DECEMBER

Dec. 14-17—The Western Show Conference and Exhibition presented by the **California Cable Television Association.** Los Angeles Convention Center. Contact: (510) 428-2225.

JANUARY

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

CHANGING HANDS

The week's tabulation of station sales

COMBOS

WDLT-AM-FM Mobile, WYOK(FM) Atmore/Mobile, Ala. and WGOK(AM)-WBLX-FM Mobile/Pensacola, Fla., and KBFM(FM)

Edinburg/McAllen/Brownsville/Harlingen and KTEX(FM)

Brownsville/McAllen/Harlingen, Texas

Price: \$42 million (\$19 million for WBLX-FM, WDLT-AM-FM; \$17 million for KBFM and KTEX; \$6 million for WGOK-WYOK)

Buyer: Cumulus Media Inc., Milwaukee (Richard W. Weening, chairman; Lew Dickey, vice chairman); owns/is buying 70 AMs and 156 FMs

Sellers: WDLT-AM-FM, WBLX-FM, KBFM, KTEX: Calender Broadcasting Inc., New York (Phil Giordano, president); no other broadcast interests; WGOK-WYOK: Roberds Broadcasting, Mobile (Kevin Wagner, president); no other broadcast interests

Facilities: WDLT(AM): 660 khz, 22.5 kw day, 850 w night; WDLT-FM: 98.3 mhz, 6 kw, ant. 300 ft.; WYOK: 104.1 mhz, 100 kw, ant. 1,555 ft.; WGOK: 900 khz, 1 kw day, 381 w night; WBLX-FM: 92.9 mhz, 98 kw, ant. 1,555 ft.; KBFM: 104.1 mhz, 100 kw, ant. 990 ft.; KTEX: 100.3 mhz, 100 kw, ant. 1,125 ft.

Formats: WDLT(AM): children; WDLT-FM: soft AC; WYOK: country; WGOK: gospel; WBLX-FM: urban contemporary; KBFM: CHR; KTEX: country

Broker: Bergner & Co. (Calender)

KAPZ(AM)-KKSJ(FM) Bald

Knob/Searcy, Ark.

Price: \$850,000

Buyer: Bald Knob Radio Inc., Little Rock, Ark. (Larry Morton, president); owns 13 TVs, six AMs and six FMs

Seller: John Paul and Elizabeth Capps, Bald Knob; no other broadcast interests

Facilities: AM: 710 khz, 250 w day; FM: 107.1 mhz, 19 kw, ant. 305 ft.

Formats: Both country

Broker: MGMT Services Inc.

KDIO(AM)-KPHR(FM) Ortonville, Minn., and KMSD(AM) Milbank, S.D.

Price: \$720,634

Buyer: Pheasant Country Broadcasting Inc., Valley City, N.D. (Robert E. Ingstad, president); owns two AMs and three FMs. Ingstad owns six AMs and 11 FMs

Seller: Success Broadcasting Corp., Milbank (Daniel Sorenson, owner). Sorenson owns KBGV(FM) Clear Lake/Milbank, S.D.

Facilities: KDIO: 1350 khz, 1 kw day,

PROPOSED STATION TRADES

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK

TVs ■ \$0 ■ 0

Combos ■ \$43,570,634 ■ 3

FMs ■ \$15,320,001 ■ 8

AMs ■ \$10,258,260 ■ 10

Total ■ \$69,148,895 ■ 21

SO FAR IN 1999

TVs ■ \$2,052,659,005 ■ 43

Combos ■ \$854,574,336 ■ 81

FMs ■ \$846,613,189 ■ 141

AMs ■ \$122,524,689 ■ 106

Total ■ \$3,876,371,219 ■ 371

57 w night; KPHR: 106.3 mhz, 6 kw, ant. 328 ft.; KMSD: 1510 khz, 5 kw day
Formats: KDIO-KPHR: country; KMSD: AC
Broker: Johnson Communication Properties Inc.

FMS

WKSW(FM) Urbana/Springfield/Dayton, Ohio

Price: \$5 million cash

Buyer: Blue Chip Broadcasting Ltd., Cincinnati (Ross Love, chief executive); owns two AMs and 12 FMs, including WGTZ(FM), WING-AM Dayton and WING-FM Springfield/Dayton

Seller: United States Broadcasting, Medina, Ohio (Robert M. Miller, president); no other broadcast interests

Facilities: 101.7 mhz, 3.2 kw, ant. 407 ft.

Format: Country

Broker: Chaisson & Co. Inc.

WLUV-FM Loves Park/Rockford, Ill.

Price: \$4.7 million

Buyer: Connoisseur Communications Partners LP, Westport, Conn. (Jeffrey D. Warsaw, president); owns 11 AMs and 23 FMs, including WRQK(AM)-WZOK(FM) Rockford and WXXQ(FM) Freeport/Rockford, Ill.

Seller: Angelo Joseph Salvi, Rockford; owns WLUV(AM) Loves Park/Rockford

Facilities: 96.7 mhz, 3 kw, ant. 300 ft.

Format: CD country

KKBY-FM Eatonville/Tacoma/Seattle, Wash.

Price: \$4.5 million

Buyer: Rock On Radio, Bellevue, Wash. (George Kriste and Lance Anderson, principals). Kriste and Anderson own WUTR(TV) Utica, N.Y., and KJUN(FM) Tillamook, Ore./Seattle,

and are buying KCBA(TV) Salinas/Monterey, Calif.

Seller: Barbara J. Geesman-Chase, Seattle; no other broadcast interests

Facilities: 104.9 mhz, 6 kw, ant. 105 ft.

Format: Urban AC

WTHC(FM) Seelyville/Terre Haute, Ind.

Price: \$665,000

Buyer: Bright Tower Communications Inc., Terre Haute (Donald E. Foster, president/50% owner; Marvin J. Frank, vice president/50% owner); owns WMGI(FM) Terre Haute

Seller: Hester Broadcasting Corp., Terre Haute (Dan Hester, president); no other broadcast interests

Facilities: 95.9 mhz, 6 kw, ant. 100 ft.

Format: CD country

Constuction permit for KAGB(FM)

Waimea, Hawaii

Price: \$300,000

Buyer: Big Island Radio, Honolulu (Thurston Twigg-Smith, chairman); owns two AMs and five FMs

Seller: Waimea Partnership, Washington (Julie O'Connor, 51% owner); no other broadcast interests

Facilities: 99.1 mhz, 39 kw, ant. 324 ft.

KTYX(FM) Jonesville, La./Columbus, Miss.

Price: \$150,000

Buyer: First Natchez Corp., Natchez, Miss. (Marie Z. Perkins, president); owns WNAT(AM)-WQNZ(FM) Natchez and 51% of WTRC-FM Natchez

Seller: Ray Toney, Columbus; has applied to build FM in State College, Miss.

Facilities: 105.1 mhz, 6 kw, ant. 328 ft.

Format: Dark

WHGB(FM) Murrells Inlet, S.C.

Price: \$5,000 cash

Buyer: Radio Training Network Inc., Lakeland, Fla. (James L. Campbell, president/16.7% owner); owns five FMs and has applied to build FMs in Sebring, Fla.; Port Wentworth, Ga., and Hickory, N.C. Campbell is a principal of WFDR(AM)-WVFJ-FM Manches-ter/Peachtree City, Ga.

Seller: Appalachian Educational Communication Corp., Bristol, Tenn. (Kenneth C. Hill, president); has applied to build FM in Beaufort, N.C.
Facilities: 88.3 mhz, 500 w, ant. 98 ft.
Format: Talk/Christian/education

KBHW(FM) and construction permit for FM at International Falls, Minn.

Price: \$1

Buyer: Heartland Christian Broadcasters Inc., International Falls

(Pastor Gary Karwoski, president); no other broadcast interests
Seller: Minnesota Christian Broadcasters Inc., Pequot Lakes, Minn. (Dale A. Shelley, president); owns KTIG(FM) Pequot Lakes and KCFB(FM) St. Cloud, Minn.
Facilities: 99.5 mhz, 100 kw, ant. 580 ft.
Format: Religion

AMS

WFBA(AM) Miami/Fort Lauderdale, Fla.
Price: \$7.4 million
Buyer: ABC Inc., New York (Steven M. Bornstein, president; ABC Inc.: John Hare, president, ABC Radio); owns 10 TVs, 25 AMs and 16 FMs
Seller: WRA Broadcasting Inc., Miami (Jose Ortega, principal); no other broadcast interests
Facilities: 990 khz, 5 kw
Format: Spanish

WGAU(AM) Athens, Ga.
Price: \$750,000
Buyer: Clarke Broadcasting Corp., Athens (H. Randolph Holder Sr., chairman); owns three AMs and three FMs, including WNGC-FM Athens (being sold to Cox Radio Inc.)
Seller: Southern Broadcasting Inc., Bogart, Ga. (Paul C. Stone, president); owns WSTE-FM Toccoa/Gainesville, Ga. Stone owns 50% of WGMG(FM) Crawford, Ga.; 50% of three AMs and two more FMs; 50% of WRFC(AM) Athens and WBIC(AM) Royston-WPUP(FM) Athens, Ga.; 5% of WMOQ(FM) Bostwick/Monroe, Ga.; 24.5% of WTXL-TV Tallahassee, Fla./Thomasville, Ga., and is a trustee of Cox Radio Trust, which owns WLSY(FM) New Albany, Ind./Louisville, Ky., and WRVI(FM) Valley Station/Louisville, Ky.
Facilities: 1340 khz, 1kw
Format: News/talk

WMXS(AM) Brockton/Boston, Mass.
Price: \$647,000 cash
Buyer: Willow Farm Inc., Hamilton, Mass. (Keating Wilcox, president); owns WNSH(AM) Beverly and WPEP(AM) Taunton, Mass.; WMVU(AM), Nashua, N.H., and WOON(AM)-WNRI(AM) Woonsocket/Providence, R.I.
Seller: Metro South Broadcasting Inc., Boston (Donald A. Sandler, president); no other broadcast interests
Facilities: 1410 khz, 1 kw day, 156 w night
Format: Variety
Broker: New England Media

KUPN(AM) Mission/Kansas City,

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,784
Commercial FM	5,720
Educational FM	2,040
Total Radio	12,544
VHF LPTV	563
UHF LPTV	1,594
Total LPTV	2,157
FM translators & boosters	3,190
VHF translators	2,162
UHF translators	2,739
Total Translators	8,091
Commercial VHF TV	561
Commercial UHF TV	661
Educational VHF TV	125
Educational UHF TV	245
Total TV	1,592

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
 Sources: FCC, Nielsen, Paul Kagan Associates
 GRAPHIC BY BROADCASTING & CABLE

Kan./Kansas City, Mo.
Price: \$550,000
Buyer: HME Communications Inc., Fayetteville, Ark. (George Hochman, president/40% owner). Hochman owns KBRS(FM) Springdale/Fayetteville and KREB-AM-FM Rogers/Huntsville, Ark.
Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president); owns 58 TVs, 15 AMs and 36 FMs, including KSMO-TV, KQRC-FM and KXTR(FM) Kansas City, KCFX(AM) Harrisonville/Kansas City and KCIY(FM) Liberty/Kansas City, Mo.
Facilities: 1480 khz, 1 kw day, 500 w night
Format: Children

WSGA(AM) Savannah, Ga.
Price: \$500,000
Buyer: Gilliam Communications Inc., Memphis, Tenn. (H.A. Gilliam Jr., president); owns WLOK(AM) Memphis
Seller: BCM Media Inc., Atlanta (Bruce C. Maduri, president). Maduri is a principal of Starter Enterprises, which owns three AMs
Facilities: 1400 khz, 1 kw
Format: Rock

WBGC(AM) Chipley, Fla.
Price: \$120,000
Buyer: John H. Pembroke, Tallahassee, Fla.; owns WSTT(AM) Thomasville, Ga./Tallahassee and WONG(AM) Canton, Miss.
Seller: B-6 Radio Corp., Chipley (Pete Balkom, president); no other broadcast interests
Facilities: 1240 khz, 1 kw
Format: Divided

KOHO(AM) Honolulu
Price: \$100,000
Buyer: KOHO Inc., St. George, Utah (Lavon Randall, president/50% owner; Bear River Trust, 50% owner). Randall and trust each own 48.1% of Legacy Communications Corp., which owns one AM and five FMs
Seller: Da Kine Broadcasting, Tempe, Ariz. (Robert Birr, principal); no other broadcast interests
Facilities: 1170 khz, 5 kw
Format: Dance

WKAJ(AM) Saratoga Springs, N.Y.
Price: \$100,000 cash
Buyer: Anastos Broadcast Group Inc., Armonk, N.Y. (Ernest Anastos, president/66.7% owner); owns WQAR(FM) Stillwater/Malta, N.Y.
Seller: New Paltz Broadcasting Inc., Clintondale, N.Y. (William H. Walker III, owner); owns WWLE(AM) Cornwall, N.Y. Walker also owns construction permits to build FMs in Jeffersonville, N.Y.; 50% of WWSC(AM) Glens Falls and WCKM-FM Lake George and CP to build FM in Glens Falls, N.Y., and has applied to build TV in Bath, N.Y.
Facilities: 900 khz, 250 w
Format: Big band

WADA(AM) Shelby, N.C.
Price: \$80,000
Buyer: Edwin K. Johnson, Gaffney, S.C.; no other broadcast interests
Seller: Debbie A. Clary, Cherryville, N.C.; no other broadcast interests
Facilities: 1390 khz, 1 kw day, 500 w night
Format: News/talk

80% of WZCM(AM) Young Harris, Ga.
Price: \$11,260
Buyer: Shirley Miller, Young Harris; no other broadcast interests
Seller: Matthew Miller, Young Harris; no other broadcast interests. Miller is Shirley Miller's son
Facilities: 770 khz, 750 w day
Format: Country

—Compiled by Alisa Holmes

Comedy's court tester

Fourteen years before becoming president of Comedy Central, Larry Divney was unemployed and living on Nantucket Island.

Then fate came paddling across the Nantucket Sound in a rowboat.

Divney had done a lot of things in his career before that moment, from managing radio stations to building sales departments at MTV, CNN and CNN Headline News. Then he swung—and grandly missed—a knuckleball called Business Times Inc., a 1985 start-up predicated on an early-morning ESPN business program.

It shut down in July 1985, and for the first time since he was a child Divney didn't have a job. So, he did what any self-respecting, 42-year-old television executive would do.

He went fishing, and he got a bite.

Whitney Goit II, head of sales at A&E Television Networks, was also haunting the Massachusetts shoreline that summer. He knew Divney was in a slump, willing away the days on the beach.

This was not the place for one of cable's top ad men, Goit presumed, so he rowed over to Divney's little patch of sand and offered the Notre Dame grad a job—one that eventually led Divney to the helm of the world's only network devoted entirely to laughter—Comedy Central.

"It's the best gig I've ever had," Divney divulges, as if the revelation is supposed to be a big secret. He had arrived at the network in 1989 by way of the Comedy Channel, which two years later merged with HA! The TV Comedy Network to form Comedy Central.

Divney was executive vice president of ad sales and doing just fine at it, posting 20%-40% sales increases every year. Then, when network President and CEO Doug Herzog moved on earlier this year, Divney got a yen for something new—but running a network?

Divney's entire career had revolved around sales, starting in 1965, when he went to work as a sales service rep at NBC in New York for \$103 a week. In less than four years, at age 25, he more than tripled his salary, becoming the youngest account executive ever hired by Blair Radio, the radio ad-sales firm in New York.

It wasn't so much that Divney was a quintessential sales guy, the archetypal executive hell-bent on making the sale. He



'Will we hit our target?.... Sometimes.'

Larry Francis Divney

President and CEO, Comedy Central; b. March 13, 1943, White Plains, N.Y.; B.A. Communications, University of Notre Dame, South Bend, Ind. 1965; sales service representative, NBC Television Network, New York, 1965-66; account executive, Mort Bassett & Co., New York, 1966-67; account executive, Katz Radio, New York, 1967-69; account executive, Blair Radio, 1969-72; sales manager to vice president station manager, ABC, Chicago, 1972-81; VP, advertising sales, Warner Amex Satellite Entertainment Co., New York, 1981-82; VP, market development and sales, Cable Health Network, New York, 1982; VP, national sales manager for CNN and CNN Headline News, New York, 1982-84; executive VP, Business Times Inc., New York, 1984-85; VP, advertising sales, A&E, 1985-89; executive VP, advertising sales, Comedy Channel/Comedy Central, New York 1989-99; m. Alicia Vergara, September 1997; children William and Elizabeth, 29.

was more a Zen practitioner of sales. By many accounts, he possessed the rare persona of someone quite free of anything to prove, just a guy who enjoys the experience of being alive.

To this day, Divney speaks in reverential tones when he talks about Goit, the man who retrieved him from his Nantucket hiatus. In Manhattan, looking out over a long stretch of Broadway from his 10th floor window in the Newsweek building, Divney's eyes aren't trained on the city, but on that one point in his life when he felt momentarily lost. It was a feeling so patently foreign to Divney that the memory still amazes him, especially considering where he's at today.

Divney and Tom Freston, chairman and CEO of MTV Networks had tossed around the idea of moving Divney to the top before Herzog came on, but Divney hesitated. (Comedy Central is co-owned by MTV and HBO.) By the time Herzog departed, however, Divney was ready.

"Larry was the natural leader at Comedy Central," Freston said. "A sales background is perfect. When we look for people to lead these networks, it's not where they come from, it's their leadership capabilities. After looking at a number of candidates, he was really the clear choice."

The head of HBO concurred. "Larry is the perfect guy to take Comedy Central to even greater levels of success," said HBO Chairman and CEO Jeff Bewkes. "No one has a better feel for the mission and essence of the network."

Now the mission is to move his network beyond *South Park*, the wildly successful animated series that has put the network on the map and continues to define it—perhaps too much, he acknowledged.

Upon further reflection, he likened comedy to food. "Some of it's perishable," he noted, thinking about how something can be funny one day and stale the next because good comedy is more than funny. It's a tart-tongued twist on human interaction, from which something new arises each day.

The challenge, he said, is to build the conduit that transforms reality to hilarity in 30- and 60-minute doses, without getting too gross and without blowing his wad on a *Seinfeld*.

"Will we hit our target?" he asks rhetorically. "Sometimes. Will we offend people? Probably. Will we be criticized? I hope so." —Deborah D. McAdams

FATES & FORTUNES

BROADCAST TV

Appointments, NBC, Burbank, Calif.: **Deborah Lake**, manager, program standards, named director; **Betsy Torres**, manager, program content systems and standards, named director. She is based in New York. **L. Stephen Boehm**, associate director, Procter & Gamble, Cincinnati, joins NBC West Coast, Burbank, Calif., as VP, information technology.

Anthony DeRusso, senior financial analyst, Group W Network Services, Stamford, Conn., named controller.

Gayle Kiger, VP and general manager, KRBC-TV Abilene, Texas, joins KTAB(TV) there in same capacity.



Riddell



Ungerman

George Riddell, director, creative services, KWGN-TV Denver, joins KTLA-TV Los Angeles in same capacity.

Nicole Ungerman, VP, business affairs, NBC, Los Angeles, joins UPN there as senior VP, business affairs.

Appointments, KRON(TV) San Francisco: **Joanne Rowland**, traffic manager/systems coordinator, WUAB-TV Cleveland, joins as sales operations manager; **Christy Wright**, district manager, Net-tel Communications, San Francisco, joins as sales account executive; **Nicholai Piagentini**, senior technical trainer, Productivity Point International, San Francisco, joins as technical training specialist; **Rick Heeger**, coordinating producer, Fox Sports Bay Area, San Francisco, joins as production coordinator.

Appointments, Katz Television Group, St. Louis: **Gina Richardson**, VP/sales manager, Katz American Television, St. Louis, joins in same capacity; **Kelli Naegeli**, account executive, Katz American Television, joins in same capacity; **Courtney Lutterman**, account executive, Katz American Television, joins in same capacity; **Kevin Har-**

mann, account executive, Katz Continental Television, St. Louis, joins in same capacity.



Bayhack

Joanie Bayhack, director, corporate communications, WTTW(TV) Chicago, named VP for parent company Window to the World Communications Inc.

Richard Rogala Jr., president and general manager,

WLWT-TV Cincinnati, joins WFLA-TV Tampa, Fla., in same capacity.

Najuan Lockhart, account executive, WWJ-TV Detroit, joins WDIV-TV there in same capacity.

PROGRAMMING

Joseph Ripp, executive VP, chief financial officer and treasurer, Time Inc., New York, joins Time Warner Inc. there in same capacity.



Goldberg



Grant

Eliot Goldberg, producer/interviewer, *Access Hollywood*, Burbank, Calif., joins Buena Vista Television there as director, development.



Roth

JD Roth, creator/executive producer/producer, JD Entertainment Inc., Los Angeles, joins Pearson Television there as executive producer/producer.

Gerard Grant, VP/Europe, Twentieth Fox

International Television, Paris, named senior VP.

Russell Best, executive in charge of production, Twentieth Television, New

York, joins National Video Center there as vice president/general manager, entertainment and production.



Askanas



Root

Paula Askanas, VP, media relations and promotion, Columbia TriStar Television, Culver City, Calif., named senior VP.

Antony Root, head, international drama, Granada Productions, New York, named senior VP, Granada Entertainment USA. He will continue his current duties and relocate to Los Angeles.

Laura Danford Mandel, VP, East Coast publicity, Castle Rock Entertainment, New York, joins Telepictures Productions there as publicity director, East Coast.

JOURNALISM

Appointments, CNN Headline News, Atlanta: **Jerry Miho**, supervising producer, named senior supervising producer; **Steve Shusman**, supervising producer, named senior supervising producer.

Enrique Gratas, host, *Ocurrio Asi*, Telemundo, Los Angeles, joins Univision there as anchor, *Ultima Hora*.

Paul Unwin, executive producer, WFTX-TV Cape Coral, Fla., named news director.

Mike Massaro, director, client services, AdGray Advertising, and turn announcer, Motor Racing Network, Glastonbury, Conn., joins The Nashville Network, Nashville, Tenn., as feature reporter, *Inside NASCAR*. He will be based in Charlotte, N.C.

Jill Karmy, producer, *KFTY 50 Mornings*, KFTY(TV) Santa Rosa, Calif., joins BayTV, San Francisco, as associate producer, *Bay Café*.

Appointments, KRON-TV San Francisco: **Stacy Owen**, executive producer, KRON-TV San Francisco, named manag-

ing editor; **Jessica Hartmann**, assignment manager, KFTY-TV Santa Rosa, Calif., joins as assignment editor.

RADIO

Reginald Thomas, general manager, radio, Seven Hills, Moscow, Russia, joins WYOK(AM) Houston as general manager.

Elliot Segal, morning on-air personality, WHTZ-FM New York, joins WWDC-FM Washington in same capacity.

Daniel Perlstein, head, CAT bus advertising sales program, Joyce & Associates, Las Vegas, joins KWNH(FM)/KFMS(FM) there as account manager.

Appointments, Katz Radio Group, New York: **Billy Freund**, VP/director of sales, Katz Radio Group/Chancellor, New York, joins in same capacity. He will relocate to Los Angeles. **James Ante**, senior account executive, Katz Radio, joins Eastman Radio there as manager; **Mike Shields**, general manager, Metro Networks, Philadelphia, joins Sentry Radio there as manager; **Bethany Blessing**, account executive, Sentry Radio, Los Angeles, named sales manager.

CABLE



Taxter

Maureen Taxter, VP, licensing, Nickelodeon Consumer Products, Nickelodeon, New York, named VP, marketing and retail.

Jason Brooks, special projects manager, Warner Bros. International Tele-

vision, Burbank, Calif., joins TV Guide International, Tulsa, Okla., as director, business development. He will be based in Los Angeles.



Oller

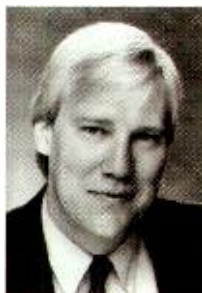
Rafael Oller, promotions producer, WAMI-TV Miami, joins USA Broadcasting there as director, special projects.

Tom Clendenin, director, advertising and promotion, ESPN, New York, named VP.

Appointments, Bravo Networks, Beth-

page, N.Y.: **Hanna Gryncwajg**, director, advertising sales, named VP; **Marie Tully**, manager, ad sales services, named director; **Jill Hansen**, director, scheduling, named VP, scheduling and operations; **Jonathan Shair**, senior manager, scheduling, named director, scheduling and operations; **Charles Derbyshire**, manager, scheduling and acquisitions, named senior manager; **Michael Ruggiero**, supervisor, scheduling and operations, named manager.

ADVERTISING/MARKETING/ PUBLIC RELATIONS



Woolson

David Woolson, executive director, Oregon Film and Video Office, Portland, Ore., joins The Tyee Group there as general manager, Big Catch, and president, yet-to-be-named new business entertainment

company.

Mary Kay Johnson, senior local sales manager, MediaOne Advertising Sales, Los Angeles, named director, advertising sales, Southern district, Western region. She will continue to be based in Los Angeles.

Joseph Graham, executive director, Area Marketing Associates, New York, joins Chancellor Marketing Group there as managing director, New York office.

Appointments, Eagle Marketing Services, Fort Collins, Colo.: **J.D. Adams**, VP, named senior VP; **Juliette Esakson-Schultz**, project coordinator, named VP, production.

TECHNOLOGY

Sharon Eisenberg, director, creative and business development, Philippe Mounier Marketing Production, Paris, joins Imagistic Media Studios, a media design and production company, Venice, Calif., as business development executive.

Appointments, The Broadcast Image Group, San Antonio, Texas: **Joan Barrett**, executive director, management recruitment and product development, named VP and executive director; **J.B. Ozuna**, consulting assistant, named manager, management and talent recruitment.

Georges Auguste, director, total quality and environmental management,

STMicroelectronics, Geneva, named corporate VP.

Curt Behlmer, senior VP, post-production services, Warner Bros. Studios, Burbank, Calif., joins Soundelux, Hollywood, Calif., as senior VP, technology.

Larry French, executive director, Atlantic Energy Corp., Pleasantville, N.J., joins Microwave Systems Corp., Des Moines, Iowa, as VP, digital television technology.

Thomas Jackson, VP and managing director, General Instrument Corp., Singapore, joins OpenTV, Mountain View, Calif., as senior VP, sales.

INTERNET

Dr. Lawrence Brilliant, board director, president and acting chief executive officer, SoftNet, San Francisco, named chairman of the board.

ASSOCIATIONS

Appointments, American Advertising Federation, Washington: **Janet Robinson**, president and general manager, *The New York Times*, New York, named chairwoman; **Arthur (Bud) Liebler**, senior VP, marketing, DaimlerChrysler Corp., Detroit, named vice chairman.

Patricia Spurlock, director of senate government relations, NAB, Washington, elected president, American Women in Radio and Television, D.C. chapter.

Bill Raduchel, chief strategy officer, Sun Microsystems, Mountain View, Calif., elected to board of directors of OpenTV. OpenTV is interactive television software for digital receivers.

DEATHS

Eric Schindler, 42, director of marketing/regional account manager, Weather Channel Inc., died June 20 of a heart attack. Schindler had worked for The Weather Channel in sales and marketing capacities since June 1996. Previously, he had been the sales manager for WYSM-TV Lansing, Mich., the manager of marketing and research for WNBC-TV New York, and VP, sales/television station services for The Arbitron Co. in New York. Schindler began his career in television as a general assignment reporter for WICS-TV in Springfield, Ill. He is survived by his wife, Laurie, and two children, Julia and John.

—Compiled by Mara Reinstein
mreinstein@cahners.com

TV-station owner A.H. Belo Corp. has found a buyer for NBC affiliate KHNL Honolulu and KASA, a Fox affiliate in Albuquerque, N.M.: Raycom Media Inc. Raycom President John Hayes last Friday said his company will pay \$88 million cash for the stations plus an LMA for UPN affiliate KFVE Honolulu. Belo also said last Friday that it will acquire KTVK Phoenix as part of a larger deal with MAC America Communications Inc. Besides the independent TV station, Belo gets an LMA for Phoenix's WB affiliate, KASW, and a 50% interest in the Arizona News Channel, a joint cable venture with Cox Communications Inc. The MAC deal was priced at \$315 million cash. After the transactions are completed (both require FCC and Justice Department approval), Belo says it will reach more than 14% of U.S. TV households. Raycom says it will cover more than 10%. Belo in May said it was seeking a buyer for the Hawaii and New Mexico stations because they are

not "core" to its TV group (B&C, May 24). Belo already owns KMSB Tucson, Ariz., and has an LMA with KTTU there.

A Senate panel Thursday unanimously passed a bill that would limit FCC merger reviews to three months for acquisitions of \$15 million or less and six months for combinations larger than \$15 million. FCC Commissioners would be able to extend those deliberations for one month for smaller mergers or two months for larger mergers. Combinations would be automatically approved if the FCC failed to meet its deadline. Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) had delayed the vote for the past two weeks to attempt to substitute an amendment that would have forbidden the FCC to review on antitrust grounds any mergers that fall under the jurisdiction of the Justice Department or Federal Trade Commission. Hatch

and Senate Commerce Committee Chairman John McCain (R-Ariz.) have sponsored a bill to that effect that would keep the FCC largely out of merger reviews. In the end, however, Hatch could not gain the support of the rest of the Judiciary committee. Senate aides say the Clinton administration would be unlikely to approve any bill that would limit the FCC's authority to look at telecommunications mergers.

Reps. Billy Tauzin (R-La.) and John Dingell (D-Mich.) last week introduced legislation that would allow regional phone companies to offer data services across state lines, which the law forbids. "Our bill assures that no consumers will be marooned on an island where competition does not exist," said Tauzin, chairman of the House Telecommunications Subcommittee. Phone companies support the bill because they are concerned that cable compa-

nies' new high-speed Internet services will monopolize the market. "While local phone companies are saddled with unnecessary and onerous regulations that stifle investment, AT&T is subject to little—if any—regulation. Consumers will win only when the regulatory playing field is level and all providers can deploy advanced services," said Roy Neel, president of the U.S. Telephone Association. The NCTA said it was "pleased" that Tauzin and Dingell offered a "pro-competitive policy toward the deployment of broadband services." AT&T, who is positioned to be the nation's largest provider of broadband services, did not comment on the bill. But the Competitive Broadband Coalition, of which AT&T is a part, said that the legislation would "undermine some of the most important competitive provisions contained in the 1996 Telecommunications Act that are driving deployment of broadband services today." Tauzin said the bill has 29 co-sponsors.

Dolan loses \$18.4 million lawsuit



Dolan charged \$22 million in management fees.

A group of investors won an \$18.4 million verdict against Cablevision Systems Corp. Chairman Charles Dolan over a partnership that built, then sold systems in suburban Chicago.

A Cook County, Ill., jury found that \$18.4 in interest charged to a Dolan-controlled limited partnership was unfairly high. Dolan and another company he controlled had charged interest on loans and \$22 million in deferred management fees to the once-ailing venture.

The 60,000-subscriber systems were sold to Continental Cablevision Inc., for \$168.5 million in 1995, at which point Dolan recovered the fees and the accrued interest. The investors, who put up \$38 million between 1979 and 1983, received \$43 million from the sale. A Cablevision executive noted that the partnership was structured, in large part, to also give the investors significant tax benefits over the years.

The investors failed, however, to persuade the jury that Dolan should repay the management fees in addition to the interest. Dolan's lawyer, Richard Gray, said he will move "to overturn this aspect of the case."

—John M. Higgins

Recently named Lifetime Television president Carole Black is starting to put her stamp on the network, prompting the exit of three senior executives, including the network's No. 2 official,

sources familiar with departure said. The most senior person exiting is Jane Tollinger, executive vice president and, in essence, Lifetime's chief operating officer. Tollinger joined the network in 1984 and was promoted to her last post in 1993. Also gone is Mary Pat Ryan, senior vice president of marketing, who spent less than a year in the job after leaving United States Satellite Broadcasting. Barry

Kresch, senior vice president of research and marketing, also departed after more than 15 years at Lifetime. Black replaced former Lifetime president Doug McCormick in February.

The FCC should employ more engineers and fewer lawyers, says a TV industry group. The Association for Maximum Service Television argues the agency has too few employees working on spectrum management and preventing signal interference, and too many working on social policy. "The FCC is moving away from its core function: management of the public's scarce spectrum resource," wrote MSTV President Margita White in a June 25 letter to Rep. Paul Gillmore (R-Ohio). "Congress did not establish the FCC to undertake broad social policy initiatives or to push new technologies." White's comments were a response to the lawmaker's request for suggestions on pending FCC reform.

Charles "Buck" Logan, policy and rules chief for the FCC's Mass Media Bureau, has left the agency and this week becomes of counsel for Lawler, Metzger & Milkman in Washington. "I'm sorry to see him go," said FCC Chairman William Kennard in a written statement. Logan joined the commission in 1994 and became chief of the Mass Media Bureau's policy and rules division in 1998. He also served as the bureau's act-

ing deputy.

Shares of Christian radio broadcaster Salem Communications Corp. went on sale last Thursday at an initial offering price of \$22.50 and closed 13.3% higher, at \$25.50, raising \$189 million. "It was a very successful IPO," says Chief Financial Officer Dirk Gastaldo. The shares initially were priced to trade at \$19-\$21. Salem, which trades as "SALM," also offered 900,000 more shares than the 7.5 million first planned. The gains gave the Camarillo, Calif.-based company a value of \$598.1 million. Salem owns or is buying 52 radio stations, which it programs with religious and family-oriented shows. It also has Internet and publishing arms. The offering was

Ad forecast gets sunnier

Robert Coen, the top ad-spending forecaster at McCann-Erickson, upped his projection for 1999 industry growth to 6.1% from an initial projection of 5.5%, made in December of last year.

Network and cable television and radio were all significantly revised upward, while projections for local and national spot television (5% and 4%, respectively) remained unchanged. Coen, recognized as one of the pre-eminent forecasters in the industry, lifted his cable ad-growth forecast from 12% to 15%, or to almost \$7.1 billion. The broadcast network projection was raised from 4% to 7%, or to \$14.9 billion.

The revised projections are a recognition of the better-than-expected upfront ad sales market. Coen's radio ad-growth projection was raised from 6.3% to 9%, or to \$15.9 billion, with local radio rising to 9% from 6% and national radio climbing to 9% from 7.5%. Coen also raised his growth projection for syndication from 7% to 8%, or close to \$2.9 billion. Coen cited continued strength in the growth of both the gross domestic product and consumer spending as reasons for the upward revisions.

Next year should be even stronger, Coen said, predicting an overall growth in U.S. ad spending of 7.5% for 2000.

Contributing to that growth will be presidential election year campaign spending, with a hotly contested race for the White House and the whole House and a third of the Senate up for grabs in 2000. The absence of campaign reform legislation and the presence of the personal fortune of Steve Forbes (he spent more than \$32 million last time around) also fuel Coen's bullish outlook for election dollars. —Steve McClellan

handled by Deutsch Banc Alex. Brown Inc. and ING Barings.

The WB has ordered a sitcom pilot from actor Will Smith's Overbrook Entertainment and network executives may order it as a mid-season pickup. WB executives say the comedy, known as "the Nick Cannon project" during the spring development season, will be piloted this fall and that Smith is attached as an executive producer. Smith, Warner Bros. Television and Overbrook executives finalized the deal this week. WB executives say that Smith will not have an on-air part in the project. The comedy stars comedian Cannon.

Sources say PROMAX executives are close to signing Glynn

Brailsford as the marketing association's new president and CEO. Brailsford, a veteran marketing executive who has worked for TCI, Discovery Networks and Channel 5 London, was the former chairman of PROMAX's UK Conference and has served on the association's board. PROMAX executives are looking to fill the position left vacant earlier this year by Jim Chabin. PROMAX executives had no comment.

Loni Anderson has been cast to play the "youthful" mother of Pamela Anderson Lee's character on the syndicated series V.I.P. Anderson will portray Carol Irons on the upcoming episode, "Stop or Val's Mom Will Shoot!"

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 **Cahners.**

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Rabbit test

The U.S. Supreme Court has agreed to hear Playboy's challenge of Section 505 of the 1996 Telecommunications Act. That section puts unreasonable restraints on the conduct of the cable business, thanks to its drafters' curious conclusion that scrambling adult channels, plus additional blocking on request, do not offer sufficient protection for nonsubscribers. Section 505 says that if cable operators can't guarantee that no audio or video from adult fare will ever bleed through to nonsubscribers of adult channels, all those channels must go dark between 6 a.m. and 10 p.m. Since such a guarantee is somewhere between prohibitively expensive and practically impossible, the net effect is to ban those services for most of the day, or encourage operators to dump them altogether. Section 505 was an unnecessary amendment to Section 504, the latter which requires cable companies to provide additional blocking technology—at no charge—to any customer who complains of signal bleed from a scrambled channel, adult or otherwise.

By any reasonable measure, scrambling, combined with 504's additional blocking mandate, is sufficient protection. Unfortunately, there are few nonproblems for which someone in government isn't ready to provide a solution. Section 505 is bad law and the High Court should put it in its place—the round file.

In praise of censure

We were glad to hear the American Civil Liberties Union weigh in on the media violence issue last week. In a speech to the choir (the Press Club in Washington), Legislative Director Laura Murphy said that private citizens, not the government, should determine the appropriate level of media violence. In her speech, she drew a distinction that we believe should be

echoed here. "I think it's important," said Murphy, "for us as a society to differentiate between 'censoring' and 'censuring.'" We had to take a trip to the dictionary to determine the difference, but comparing the first entry for each, the distinction is that censoring is passing judgment, i.e., "We, the people, don't like the amount of violence on your show, so we won't watch it or patronize your sponsor." That, after all, is the way commercial television already works. Censoring, by contrast, is passing sentence, with the power to enforce it, i.e., "We, the government, banish your programming to odd hours [see above] or other media or altogether if we can bully you into it." Censure is the expression of opinion, the free flow of which is at the heart of the First Amendment. Censorship tries to drive a stake through that heart.

Keeping things hopping

Speaking of stakes through the heart, a *Mud TV* sketch touted an upcoming WB series, *Buffy, the Vampire Slayer*, complete with sharpened baseball bats to dispatch her prey. For a parody to work, of course, the original must be instantly recognizable. The parody, which worked, was a nod from Susanne Daniels' old shop—Fox—to her current home, The WB. There, first as entertainment chief (and the fledgling's second hire after Garth Ancier) and now as president of the network, she has helped put WB on the map with such shows as *Buffy*, *Dawson's Creek* and *Felicity*, giving the former upstart network a silhouette that registers on the network radar. The WB just celebrated its best upfront ever, thanks to a younger-skewing lineup that is heavy on dramas, even though the strength of Daniels' development team had been in comedies. Some people have to go through a lot of frogs to pick a prince. Daniels may have found one on the first try. If so, it was programming savvy, not magic, that produced the makeover.

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